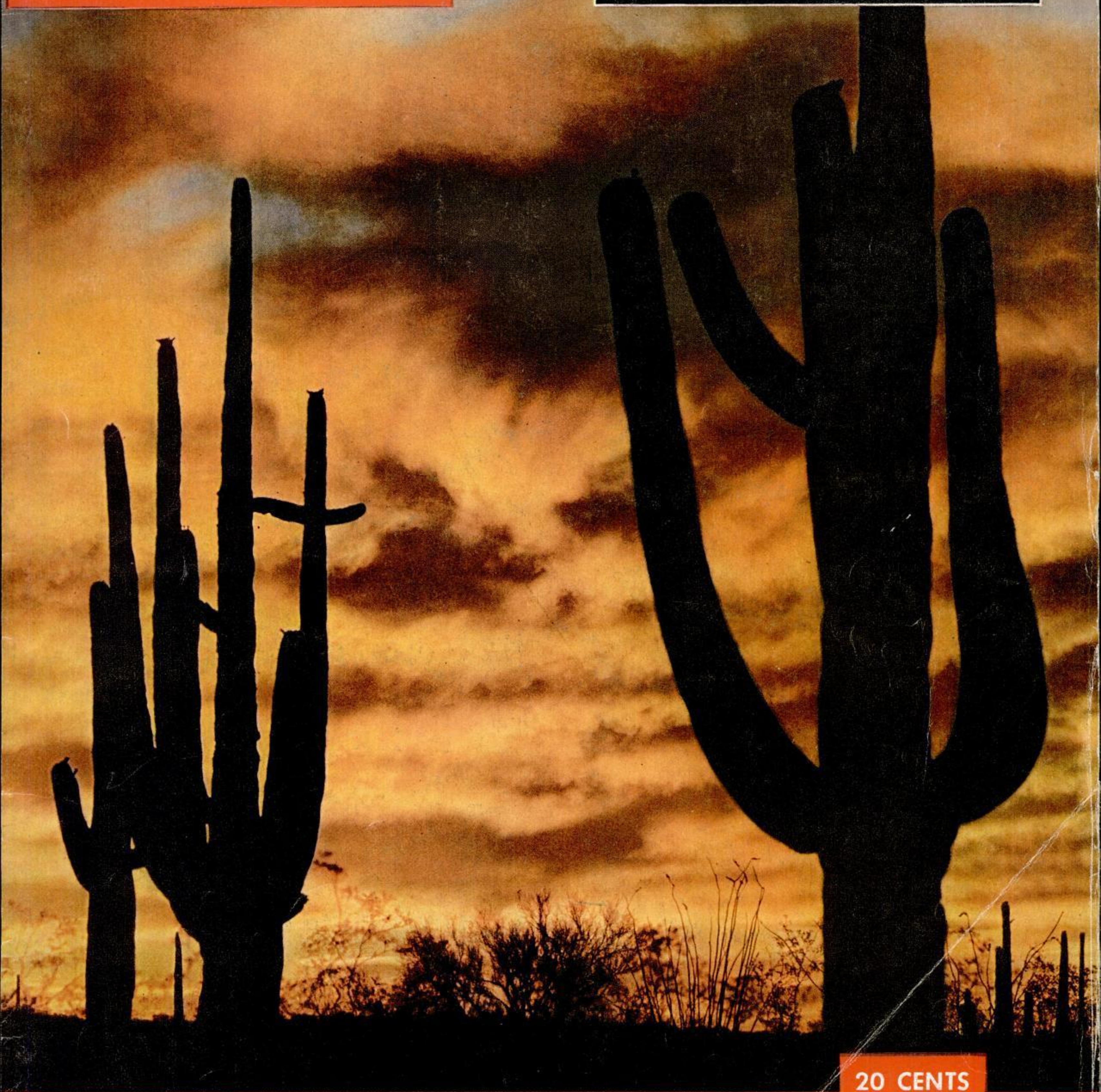


# LIFE

THE WORLD WE LIVE IN: PART IX

## THE DESERT

BEN HOGAN'S SECRET: A DEBATE



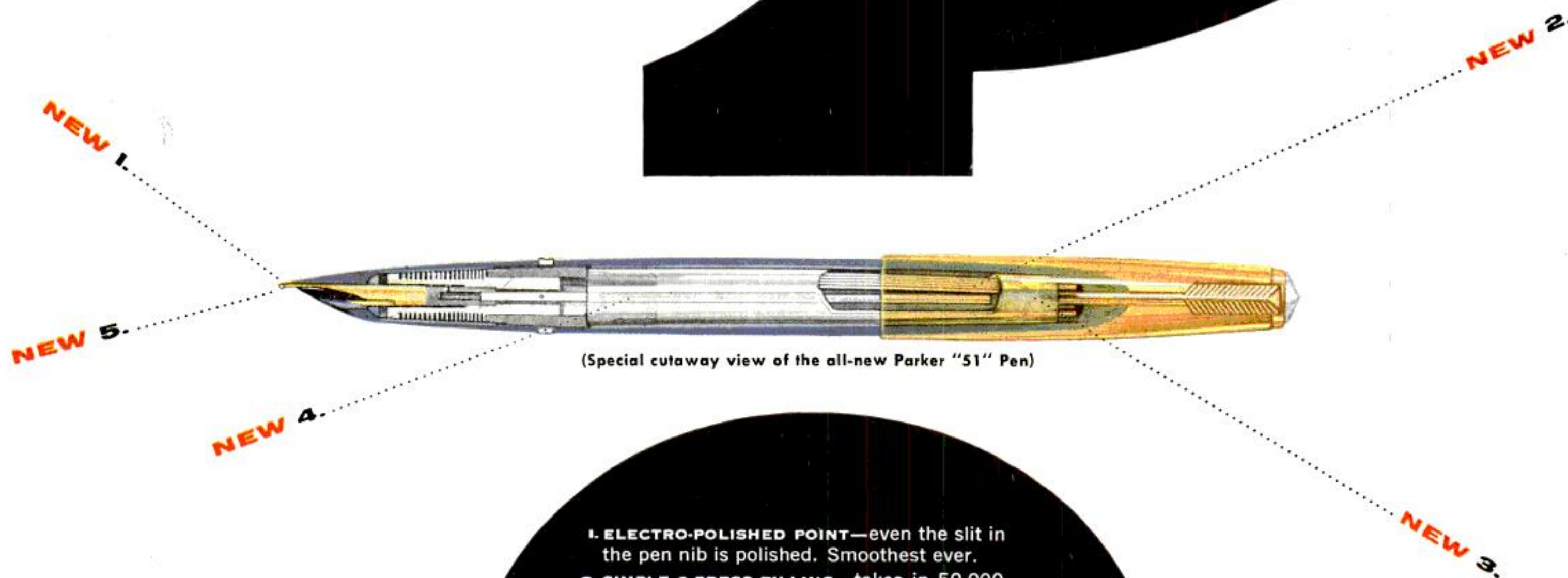
20 CENTS

APRIL 5, 1954



## How New is New?

Hold this wonderful pen in your hand and you'll marvel at its sleek simplicity. Uncap it and it's ready to write on a beautifully contrived point you hardly see... a point that writes like velvet on velvet; that smooth. Writes 50,000 words on a single filling. A pen with one moving part. A miracle of eliminating the obvious, concealing the ugly, emphasizing the important. Now is the time to get one, for inside this pen is so much that's brand new...



(Special cutaway view of the all-new Parker "51" Pen)

1. **ELECTRO-POLISHED POINT**—even the slit in the pen nib is polished. Smoothest ever.
2. **SIMPLE 3-PRESS FILLING**—takes in 50,000 words at a time.
3. **PLASTIC INK SAC**—no rubber parts to fail.
4. **NON-SKIP INK FLOW**—assured by ink trap and silver breather tube.
5. **FAMOUS PLATHENIUM TIP**—"wears in to your way of writing."

The new Parker "51" Pens, \$12.50 and up. Parker "21" Pens, \$5.00 to \$10.00. ALL WITH ELECTRO-POLISHED POINTS. The Parker Pen Company, Janesville, Wisconsin, U.S.A.; Toronto, Canada.



# World's First Refrigerator that Opens from Either Side!

**PHILCO**  
*Golden Automatic*  
WITH THE  
**2-WAY DOOR**



*You've Got to See it to Believe it!*

It's an engineering miracle! Yes, a history-making contribution to refrigeration from the Philco laboratories. The amazing Philco 2-Way Door that opens either way, to the left or to the right . . . it's the biggest refrigerator news that ever happened. Imagine it! No matter which side you are on, you swing the distinctive 2-way handle toward you and presto! . . . it opens on *your* side. In the average kitchen, this actually saves hundreds of steps a day . . . saves time, saves energy. Never any extra steps as with other refrigerators, walking to the right side or the left side so you can open the door. You open this door from the side that's handiest *every* time. See it. Try it. Stop in now at your Philco Dealer for a demonstration.

\*Patent Applied For

**NEW 1954 PHILCO REFRIGERATORS AS LOW AS \$199.95**

Specifications subject to change without notice

Model 742

Philco 1149 with 2-Way Door is one of six new Golden Automatic Refrigerators for 1954. All bring you breathtaking new color styling, *plus* the world's most automatic refrigeration at prices as much as \$120 less than a year ago. Exclusive Philco Dairy Bar . . . new Pull-Out Adjustable Shelf . . . quick freezing to 20° below zero. See them all at your Philco dealer now.





For all the family! Belonging to Blue Cross assures you hospital care whenever it is needed. Last year alone, Blue Cross handled over 6,700,000 hospital bills.

*The chances are 1 in 3  
that your family will get a  
hospital bill within the  
year. You'll say: "I'm sure  
glad we belong to  
Blue Cross!"*



Breadwinners  
find new freedom  
from worry

*With the proved protection of Blue Cross, a father need no longer fear the unexpected hospitalization that so often can wipe out savings and upset family plans for years. Blue Cross puts sound hospital expense protection within reach of every income.*



Wives and  
children enjoy  
new security

*Ample and ever-ready safeguard is afforded by the famed Blue Cross organization. Hospital treatment need not be postponed. The finest care, with real help in meeting the expense, is available the moment serious illness strikes any member of the family.*



# *BLUE CROSS<sup>®</sup> is the most successful idea ever devised for protection against hospital bills!*



46 million people today prove its effectiveness!

Nonprofit... nationwide... *BLUE CROSS* is the only organization for prepayment of hospital care officially approved by the American Hospital Association.

Not so many years ago, most people had to take their chances with sudden hospital expenses. There was no practical way by which families could safeguard themselves at a cost they could afford. Often, savings went, debts mounted.

Out of such need was born the *Blue Cross* idea—a simple, independent American way to solve the problem. It put adequate hospital expense protection within reach of practically every family. The *Blue Cross* idea led the way to daily security on a scale never known before. It became a new milestone in hospital progress.



Employers  
achieve better  
employee relations

*By making it possible for workers to obtain reliable, low-cost protection against the financial burdens of hospitalized illness, good will is increased. Employers of even small groups of people can make Blue Cross available at lower-cost group rates.*

Today, *Blue Cross* is a standard against which all other forms of hospital care protection are measured, a standard seldom equalled.

**What is *Blue Cross*?** It is a not-for-profit organization in which groups and individuals band together to safeguard themselves against unexpected hospital expenses. Each one pays a little each month, so that everyone escapes ever having to bear alone a heavy hospital bill.

**What makes *Blue Cross* different?** Its aim is unique. For the purpose of *Blue Cross* is to help people get the hospital care they need, rather than a number of dollars. Actually, *Blue Cross* works like a partnership between you and the hospitals.

**What does *Blue Cross* do for you?** You get all the basic hospital services, plus many of the extra-expense services. On entering a hospital you simply show your *Blue Cross* card. The hospital is paid directly. No claims to file, no waiting for payment.

**What does it cost to belong?** Each community has its own *Blue Cross* Plan, operated solely for the good of those who belong to it. This permits benefits and dues to be adjusted to local conditions and needs. While benefits to your family may be worth thousands of dollars, belonging to *Blue Cross* costs only a few cents a day.

**What keeps the cost low?** Sponsored in each community by citizens and hospitals, *Blue Cross* is not for profit. That means every last penny paid in, except for small administrative expenses,

is set aside to provide hospital care benefits. Last year alone, these benefits totalled more than 665 million dollars.

**You, as an individual, will not be dropped** from *Blue Cross* for extensive use of its benefits. And even when you change jobs or residence, or retire, you may still belong. You simply arrange it with your local *Blue Cross* Plan.

If you are already enrolled in *Blue Cross*, you are fortunate. You have the proved, dependable protection of America's best-known plan for prepayment of hospital care... the only one officially approved by the American Hospital Association.

**How to join *Blue Cross*.** Ask your employer about it. Or contact the *Blue Cross* office listed in your phone book. In many states, rural families can join *Blue Cross* through their local farm organizations. Inquire in your area. Wherever you live, full information may be had by writing the *Blue Cross* Commission, Dept. 100, 425 N. Michigan Ave., Chicago 11, Illinois.

**To help with the doctor bill—  
there's BLUE SHIELD!**

In some general hospitals, up to 70% of those admitted required surgery. It can be costly. So for full protection, join *Blue Shield*. This organization provides generous sums for hundreds of operations and for maternity care. Low in cost, not for profit, *Blue Shield* is sponsored by the medical profession and citizens in your community.

This One



A3JA-EWQ-2CD1





**SOFIA FRANELLA**, 23, has lived in 14 countries including Sweden, her birthplace, now hopes to become an American citizen. Sofia chooses Sacony's round-collared suit with terraced pockets. Suit is \$25.



**SUZETTE SOLA** came here six months ago with her American lawyer husband and their two French-born children. At 29, Suzette still has a tiny figure, wears Sacony's \$25 junior-size suit with open collar.



**SVEA DIETRICH** met an American doctor in Germany, married him and came to this country not quite a year ago. Svea spent a modest \$25 for Sacony's double-breasted suit with beautifully shaped lapels.

\*PALM BEACH TRADE MARK REG. BY GOODALL-SANFORD, INC., MFR. OF CLOTH

**ADVERTISEMENT: copyrighted by Sacony**



**NINA DEVOE** comes from Holland, speaks five languages. Nina, now a top fashion model in America, selects Sacony's superbly restrained petal-pocket suit. This costs just \$25.

## Sacony Easter Parade

### INTERNATIONAL BEAUTIES DISPLAY THEIR FIRST \$25 SACYON SUITS IN FAMOUS PALM BEACH\* CLOTH

The American custom of dressing up for Easter charms and delights many Europeans. But even more, people coming here for the first time are invariably astonished at the low-priced excellence of America's ready-made fashions.

To the five young women on this page, many of whom will be celebrating their first Easter in this country, the Sacony suits they are wearing rank with such other American phenomena as skyscrapers and ice cream. Though they cost only \$25, they have the quiet simplicity of line and detail that distinguishes good clothes



**SONIA HURST** was born in England, taught drama in Italy, now models in New York. Her Sacony suit has dimensional seaming, costs \$25.

the world over. (Many an American traveler has been complimented on a Sacony suit in Paris.) And they're made of Palm Beach cloth, miracle-merger of acetate, rayon and wool that cuts and tailors superbly, holds its press but relinquishes wrinkles, washes as well as it dry cleans.

A woman choosing a Sacony suit in Palm Beach cloth can select from among fourteen styles, ten colors and enough size ranges to assure that her suit will fit with expensive perfection. For names of stores nearest you, write Sacony, Dept. S, College Point, Long Island, New York.



# Long Distance QUIZ



"They tell me Long Distance calls are mighty cheap.  
How much would you say these calls would be?"

**BALTIMORE TO PHILADELPHIA**  
**CHICAGO TO ST. LOUIS**  
**WASHINGTON TO DETROIT**

**JACKSONVILLE TO INDIANAPOLIS**  
**BOSTON TO SAN FRANCISCO**

See answers at bottom of page

We find that most people don't realize how low Long Distance rates really are. So we put on this little telephone quiz to give you some typical rates.

Small in cost, a Long Distance call can mean so much to someone who is dear but distant. Warm, familiar voices melt the miles between—and

leave an extra measure of pleasure at each end of the line.

Somewhere today there is someone who would like to hear your voice.

**SAVE TIME . . . CALL BY NUMBER**  
When you're calling out-of-town, it will speed your call if you give the operator the number you want. It's easier, too.

**BELL TELEPHONE SYSTEM**



Answers: Baltimore to Philadelphia 40c Chicago to St. Louis 70c Washington to Detroit 85c Jacksonville to Indianapolis \$1.10 Boston to San Francisco \$2  
These are the Station-to-Station rates for the first three minutes, after 6 o'clock every night and all day Sunday. They do not include the federal excise tax.





ANAMORPHIC LENS MAKES POSSIBLE FULL SWEEP OF WARNERS' GIANT SOUND STAGES (WORLD'S BIGGEST) TREATING FANS TO ZIPPIER-PACED PRODUCTION THAN EVER BEFORE

# A NEW CINEMASCOPE DAY (DORIS) DAWNS IN WARNERS' 'LUCKY ME'

A racy, ultra-happy hit that hardly stops to breathe ushers in the ultra-modern look in screen musicals

Extra-lively, extra-colorful, extra-ordinary in each razzle-dazzling department, "*Lucky Me*" throws a kaleidoscopic smile across the screen that CinemaScope was born to catch. Fast, fresh, funny antics and romantics of stars Doris Day, Robert Cummings, Phil Silvers (with Broadway's Nancy Walker and Eddie Foy, Jr. to soft-shoe

the blues away) keep things hot and humming. Variety of pic's top tunes are already stopping traffic on nation's radio-TV lanes: 'I Speak to the Stars', 'Take a Memo to the Moon', 'Love You Dearly', 'High Hopes', 'Bluebells of Broadway', 'Parisian Pretties', 'Superstition Song', 'I Wanna Sing Like an Angel', 'Men' and 'Lucky Me'.

ONE OF THE QUIETER RIOTS of the novel story that starts with a bang, builds to a roar and goes on from there.



PEPPY, POPULAR DORIS hits high note in motion picture that's all high spots.

THREE ON A LOVE-MATCH brings good luck to Doris, good moviegoin' to all.



**"Lucky Me"** STARS DORIS DAY · ROBERT CUMMINGS · PHIL SILVERS IN **CINEMASCOPE** AND WARNERCOLOR  
SCREEN PLAY BY JAMES O'HANLON, ROBERT O'BRIEN AND IRVING ELINSON · FROM A STORY BY JAMES O'HANLON · PRODUCED BY HENRY BLANKE · DIRECTED BY JACK DONOHUE · MUSICAL DIRECTION BY RAY HEINDORF



# FOR PROUD PARADERS

*at Easter and long after...*

# Sundials



**STRIKING** — new and smart Samba pattern patent leather pump. Also in red, white or blue smooth leathers.



**BRILLIANT** — five brilliants highlight the simple, smart line of this patent leather pump. Also in white smooth leather and black suede.



You want fresh, youthful styling in the shoes you buy your boy or girl for Easter.

You get fresh, youthful styling in Sundial Shoes plus two important extras.

The first is a perfect fit that means happy feet for your child today, tomorrow, throughout life. The second is extra wear that assures comfort and smartness at Easter and long after.

Start your child off on the right shoe... Sundials... this Easter. See Sundials at your local Sundial dealer today.



**BREEZY** — air-cooled nylon mesh wing-tip oxford for active boys.



**SAVINGS PRICED**

**\$3.95 to \$7.95**

(according to size)

At better independent stores

*first in fit... with extra wear!*



## Sundial Shoes

*for boys and girls*

SUNDIAL SHOE COMPANY, Manchester, N. H., Division of International Shoe Company





**Fun  
for your dog-  
and energy, too!**

• Crisp, crunchy KLIX Dog Treat is specially shaped so that even puppies can chew it! Your dog will be delighted with this new taste-treat, and he'll also be getting energy food he craves. KLIX is veterinarian-approved and *made without sugar*. Feed it freely, as a dessert, a snack, or a training reward.



**Klix in milk.** A snack that really "wows" them—and a grand treat for puppies.



**An appetizer.** Crumble KLIX over his regular food, and watch your dog "go to it"!



**Cats and kittens** love KLIX, too. Tie it on a string for real kitty capers!

**Klix DOG TREAT**

ANOTHER FINE FRENCH'S PET PRODUCT

## LETTERS TO THE EDITORS

### EDITORIAL

Sirs:

Thank heaven for the liberal editorial support for Puerto Rico ("Thank Heaven for Puerto Rico," *LIFE*, March 15) given by understanding publications of your caliber.

LUIS MUÑOZ MARÍN  
Governor

Commonwealth of Puerto Rico  
San Juan, P.R.

Sirs:

One sunny afternoon I saw a small, ragged child walking up a slum-ridden alley in San Juan singing *God Bless America*. Maybe the alley is cleaned up now. It's nice to know you look for the good side of a bad news story, too.

NORMAN HAESE

Sleepy Eye, Minn.

Sirs:

How did Representative Kelly get elected? "No statehood for non-Americans." What a stupid, bigoted, paleolithic, inane, precipitate, prejudiced thing to say. . . .

DENIS BRASKET

Minneapolis, Minn.

Sirs:

Your true, sincere and understanding editorial brought faith and hope back to many Puerto Rican people in this country who were ashamed and brokenhearted because of the recent events in Washington. Your words spark our hearts to continue our struggle to gain a place among the rest of the races that share the most precious riches in this greatest of all democracies. . . .

FERNANDO FAGUNDO

New York, N.Y.

### QUADRUPLE FOOTACHE

Sirs:

. . . As a chiropodist, I haven't yet been called on to treat an elephant, but should one stroll in I am hoping your amusing picture ("A Quadruple Footache," *LIFE*, March 15) will put him at his ease. By the way, for the information of small fry who have strolled in, is Dumbo giving rides yet?

VANCE R. DEPASSE

Bristol, Tenn.



BATH FOR DUMBO

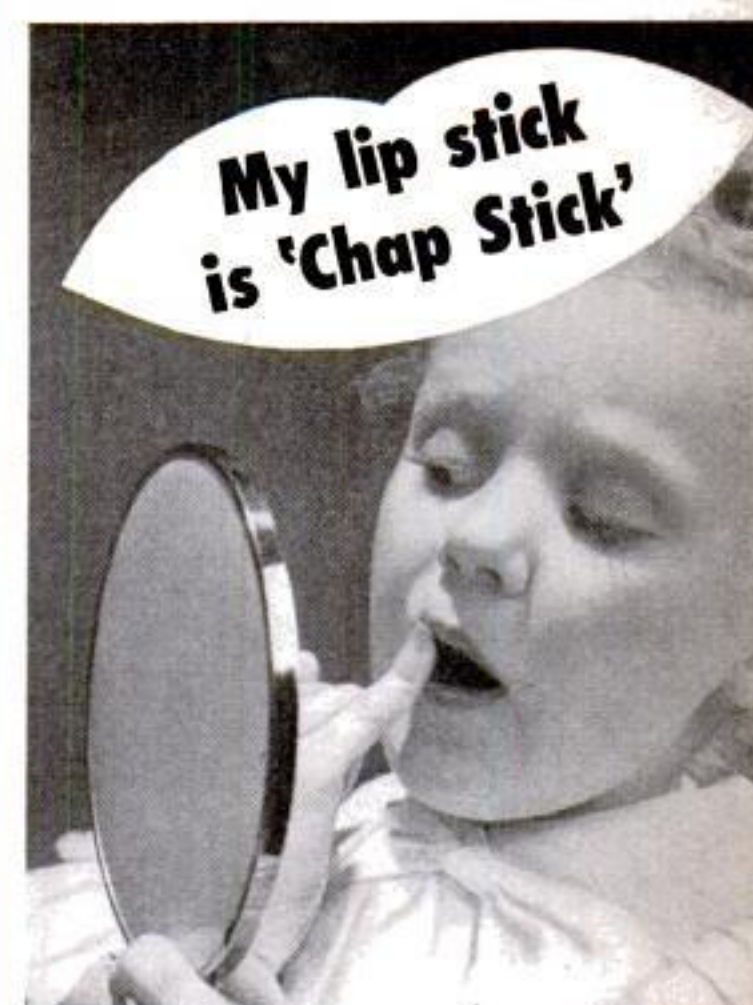
• Her keeper has been hosing Dumbo down, but the riding season at the Whipsnade Zoo, near London, does not begin until Easter.—ED.

### BOBO ROCKEFELLER

Sirs:

Congratulations on your selection of Bobo Rockefeller as your cover girl (*LIFE*, March 15). I've read the article twice and each time I learned more of this talented woman fit to be any

CONTINUED ON PAGE 11



My lip stick  
is 'Chap Stick'

There's no comforter like 'Chap Stick' when tender lips are parched or chapped and sore . . . so soothing, so refreshing, so easy to apply.

'Chap Stick' is the only antiseptic lip balm—it protects—while it soothes. Used by millions—young and old, because it's specially medicated—brings sure, fast, long-lasting relief. Carry 'Chap Stick' in your pocket, wherever you go. And be sure to buy a personalized\* 'Chap Stick' for every member of the family.



\* Personally yours—a mark for every user

Chap Stick Co., Lynchburg, Va.

KEEPS LIPS FIT



**Stasco**

the seat of  
good housekeeping

For sale by your plumber

STANDARD TANK & SEAT COMPANY

© S.T.&S.CO

STRETCH TOP

4 months' wear or  
new pairs

At Chain and  
Variety Stores

**Whammies**

ALWAYS STAY UP by *Musketier*

Boys' and Girls' Sensational New Bobby Sox  
Nylon reinforced heel and toe

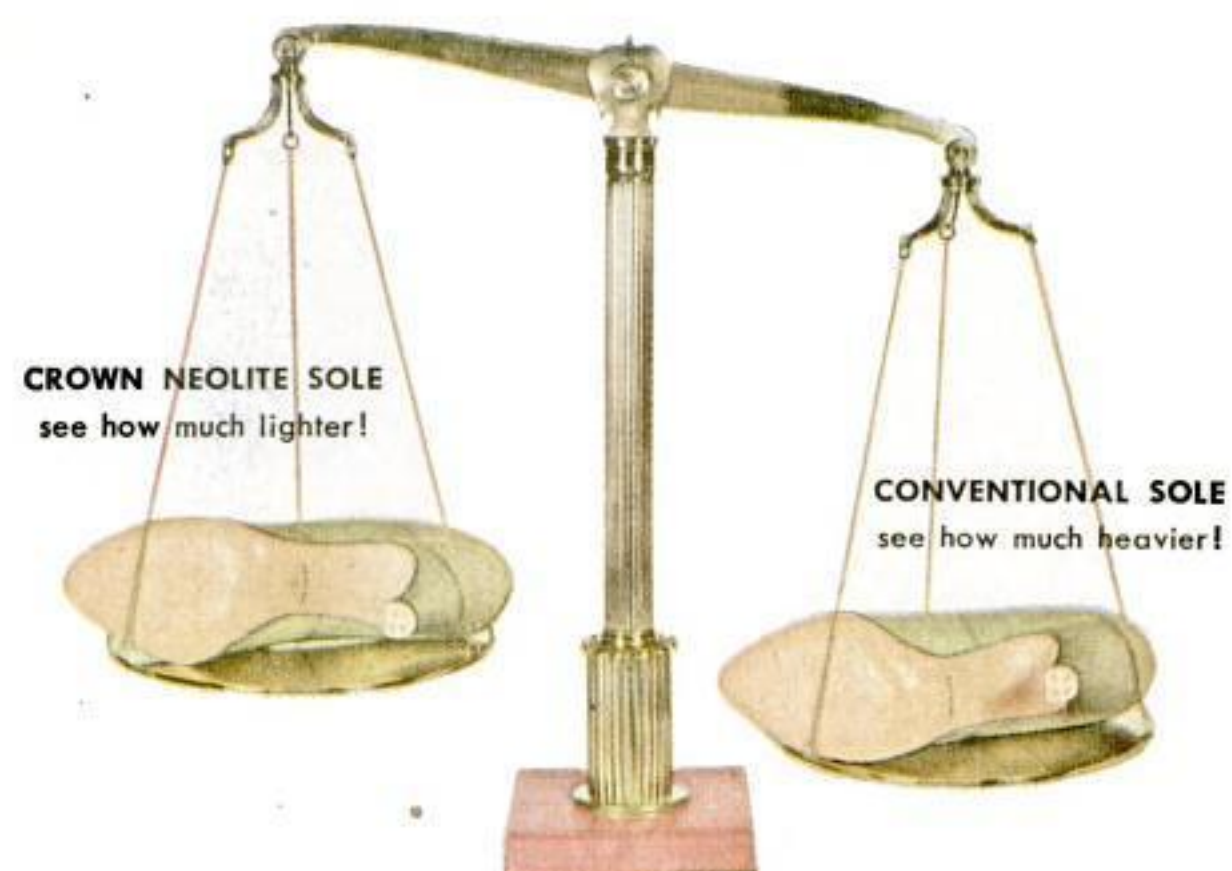
BULLUCK HOSIERY CO., EMPIRE STATE BLDG., N. Y.





# Step lightly

**...YOU'LL BE  
BEHIND THE TIMES  
WITHOUT THESE NEW,  
LIGHTER SOLES!**



**Actually 25% lighter!** That's why new CROWN NEOLITE Soles are such a joy to designers of fine shoes, such a delight to women who wear them! They make the whole shoe lighter, more comfortable. Yet they hold their shape beautifully—and that helps shoes keep their smart, trim lines far longer!

## **NEW CROWN NEOLITE SOLES**

NEOLITE, AN ELASTOMER-RESIN BLEND. T. M.—THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO



### **New comfort all day long!**

New CROWN NEOLITE Soles are flexible as a shadow . . . the most comfortable soles made for dress shoes! So to enjoy a wonderful new sense of walking ease . . . *Step On It!*

**Before you put your money down,  
be sure you turn the bottoms up!**  
Look for the name NEOLITE. Without that name, it's *not* the same!





# Off like the wind ...



with Texaco **FIRE CHIEF** gasoline ...

**100% CLIMATE-CONTROLLED**

Your engine wakes up fast with Fire Chief ... warms up fast ...  
gets you off and away like the wind. Fire Chief is  
100% *Climate-Controlled* — blended especially for each one of the  
25 different weather areas of the U. S. A. as established by Texaco engineers.

So *wherever* you get it, you're getting the *right* blend for the  
area you're in! Try Fire Chief. Remember — it sells at *regular* gasoline prices.

Fill up at your Texaco Dealer, *the best friend your car has ever had.*

**TEXACO DEALERS in all 48 states**

*Texaco Products are also distributed in Canada and Latin America*

**TUNE IN . . .** Metropolitan Opera broadcasts every Saturday afternoon. See newspaper for time and station.





you're dressed  
for work  
when you  
dress in

**SANFORIZED  
N&W<sup>®</sup>  
WORK CLOTHES**



Every N & W garment bears the important Seal of the American Institute of Laundering -- one of the nation's best consumer guides to quality buying.

Put on N & W Work Clothes and see how much better you look with N & W's dress-style shirt collars . . . good-looking, masculine shirt shoulders . . . trim and trig leg designs . . . smooth, new waist-and-hip fit . . . and better-looking fabrics and color tones. Yes "you're dressed for work when you dress in N & W" — and you'll get better comfort and longer wear, too. Sold by 25,000 dealers in country, town and city.

#### ARE YOUR WORK CLOTHES COMPLETELY SANFORIZED?

Always ask whether work clothes are completely Sanforized. This means that collar linings and waistbands must be sanforized too. Every N & W garment is completely Sanforized.

N & W MATCHED SHIRTS AND PANTS IN ALL POPULAR COLORS  
• N & W OVERALLS • N & W DUNGAREES AND DUNGARETTES

**N & W INDUSTRIES, INC.**  
PLANTS IN: Lynchburg, Va., Rocky Mount, Va., Jackson, Miss., Magee, Miss., Cotton Mill at Magnolia, Ark.

## LETTERS TO THE EDITORS

CONTINUED

man's wife, even if the name is Rockefeller.

FRED S. PETTIT

Mountain Top, Pa.

Sirs:

I was frankly shocked to see LIFE running a cover photograph of Bobo Rockefeller. It seems to me LIFE is dipping when it glorifies a woman who has dragged one of our great American family names into the mud.

L. STAUFFER OLIVER  
President Judge

Court of Common Pleas  
Philadelphia, Pa.

Sirs:

I am astounded to find you giving almost as much space to such a silly and uninteresting story ("Bobo as Seen by Her Oldest Friend," LIFE, March 15) as to an instalment of Churchill's Memoirs. What merit does the lady have for you to bore your readers so?

ALBERT SELIGSON

Berkeley, Calif.

Sirs:

Your most enjoyable and frank story filled me with nostalgia as I reminisced about my high school days. I was also pleased to note that I was given mention. It's a good commentary on the American way of life that a daughter of immigrants can capture the heart of, and marry a member of, one of the oldest and most famous families in the country.

AL KURAITIS

Clermont Harbor, Miss.

Sirs:

You pictured Mrs. Rockefeller studying a recipe for peanut butter soup. The Department of Residential Halls tried serving it to us on several occasions last year. As connoisseurs of odd foods, we found it altogether unpalatable. But if Mrs. Rockefeller's recipe is successful, please let us know. Cornell will try anything twice.

LENORE SPIEWAK

Cornell University  
Ithaca, N.Y.



BOBO STIRS SOUP

● It is based on a Fanny Farmer recipe: In double boiler cook one tsp. minced onion, 2 tbs. butter and 5 tbs. peanut butter. Slowly add 2 tbs. flour and stir in 2 cups chicken stock until blended. If mixture becomes lumpy, beat with egg beater. Add one cup scalded milk and simmer 30 minutes. Season to taste with salt and pepper. Remove from heat and add ½ cup heavy cream. Sprinkle chives on each portion. Serves 6.—ED.

CONTINUED ON NEXT PAGE

**LEWYT** THE "NO DUST BAG TO EMPTY"  
VACUUM CLEANER

**OFFICIALLY  
ENDORSED**

by **NATIONAL INSTITUTE  
OF RUG CLEANING, INC.**

... official association of professional rug cleaners, owners and operators of professional rug cleaning plants.

Read what the National Institute of Rug Cleaning says about the Lewyt!

"Its cleaning power, quietness, freedom from leaking dust, ease of use—all combine to make the Lewyt an exceptionally fine vacuum cleaner for daily use in the home."

Vacuum your rugs daily. Have them professionally cleaned at least once a year by a professional rug cleaner.



**NEW 1954**

**LEWYT**

**WORLD'S FIRST AND ONLY VACUUM CLEANER THAT**

**CLEANS RUGS  
4 ways at once**



Listed by  
Underwriters'  
Laboratories

\$89.95\*

Slightly  
higher in  
Far West

- Cleans rugs 4 ways at a stroke! Exclusive No. 80 Carpet Nozzle combs rugs, brushes them, uses 2 kinds of suction—gets *all* the dirt!
- Pivots on "Circular Track" base! Reaches wall-to-wall from center of room! No "swivel-top" to jam! Won't tip over!
- Quietest of all—no roar!
- No dust bag to empty! Toss out extra-big "Speed Sak" a few times a year!
- Allergy-proof Filter System! Traps dust particles even smaller than 4/100,000 of an inch!
- No extras to buy! Comes with all tools to clean floor-to-ceiling! See a demonstration at your dealer's!

**DO IT with LEWYT**

\*Manufacturer's recommended retail price

Also available at leading stores in CANADA

LEWYT CORPORATION, Vacuum Cleaner Division, 70 Broadway, Brooklyn 11, N.Y.



Your  
"Two-Summer"  
Shoe!  
**FLORSHEIM**  
NYLON MESH

Want to make your Summer shoe dollar do two Summers' work? Then switch to Florsheim Shoes of cool, cool, long-wearing nylon mesh combinations. Smart, street-shoe styles; dark, light, or tweedy meshes; comfort and economy for this Summer and next!



The KENT, S-1542, brown grain wing tip blucher with wheat nylon mesh, \$20.95.

Other Florsheim Styles  
\$17<sup>95</sup> and higher



The Florsheim Shoe Company • Chicago 6 • Makers of fine shoes for men and women

## LETTERS TO THE EDITORS

CONTINUED

### HELPING BAD BOYS

Sirs:

I was most tremendously impressed with the wonderful job you did on our correction system ("Helping Bad Boys," LIFE, March 15). People in the department were highly pleased—and inasmuch as professionals of their competence are usually very sensitive about the popular handling of their work, this in itself is a real compliment. . . .

BARKLIE HENRY  
Acting President

N.J. Board of Control  
of Institutions and Agencies  
Trenton, N.J.

Sirs:

Your article was most interesting to our staff. Many institutions are working toward similar standards. It is very helpful when magazines publicize good and proper methods. It turns inquiring minds to the positive and constructive.

G. F. SOELBERG  
Superintendent

Boys Industrial School  
Golden, Colo.

Sirs:

. . . We drum into youngsters via all mediums at our disposal the various ways to commit crimes up to murder, give them a detailed sex education, and then say "don't." Who's crazy anyway? Why not remind "busy" parents of their obligations by instituting a penal system against them for the actions of their offspring?

MRS. EVELYN ALTHENN

South China, Maine

● LIFE's editorial ("What to Do About Juvenile Crime," March 15) mentioned some of the proposals for getting tough with parents but went on to say, "The best use of toughness is for parents to get tough with themselves."—ED.

### GREENHOUSES

Sirs:

Your article ("Weekend Gardeners' Greenhouses," LIFE, March 15) was fine. I'm a weekend orchid-raiser and have solved the greenhouse cost problem by building one (p. 14) with burned-out fluorescent light tubes. These 4-foot tubes make up the sides, while 12 second-hand windows make

CONTINUED ON PAGE 14

Please send



to \_\_\_\_\_ name  
\_\_\_\_\_ address  
city \_\_\_\_\_ zone \_\_\_\_\_ state \_\_\_\_\_

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BRAND NEW  
FOR SPRING

## Sir Jac CONVERTIBLE



only about  
\$9.95 men's—  
\$7.95 boys'

Sheen gabardine jackets are the rage this year—and this new Sir Jac Convertible gives you virtually two for the price of one. That's right! The new Convertible is sheen gabardine on both sides, in contrasting California colors—can be worn either side out—each side an individual garment.

Styled for free-swinging comfort, the new Sir Jac Convertible has roomy shoulders and sleeves, full zipper front, elastic hip inserts, two-button adjustable cuffs. Repels water, resists creases and stains, too.

Select your new Sir Jac Convertible in one of these exciting color combinations: Black & Red—Blue & Grey—Brown & Tan—Green & Grey.



Stahl-Urban

COMPANY

TERRE HAUTE, INDIANA  
BROOKHAVEN, MISSISSIPPI



A GOOD POINT TO REMEMBER!

SAF-T-HED  
THUMB TACK

GUARANTEE! PIN CAN'T PASS THROUGH THE HEAD

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# THIS IS IT!

## L&M FILTERS ARE JUST WHAT THE DOCTOR ORDERED

*I smoked filter tip cigarettes for years before I tried L&M's. They have a far better flavor than any other brand of filters I have ever smoked. Read the facts below and try L&M's yourself. You'll like them too.*

*Barbara Stanwyck*

STAR OF "WITNESS TO MURDER"—A CHESTER  
ERSKINE PRODUCTION—UNITED ARTISTS RELEASE

## THIS YOU GET...

1. **Effective Filtration**, from the **Miracle Product—Alpha Cellulose**—the purest material for filtering cigarette smoke and exclusive to L&M Filters.
2. **Selective Filtration**—the L&M Filter selects and removes the heavy particles, leaving you a light and mild smoke.
3. **Much Less Nicotine**—the L&M Filter\* removes one-third of the smoke, leaves you all the satisfaction.
4. **Much More Flavor and Aroma**—the right length—the right filter—the right blend of premium quality tobaccos to give you *plenty* of good taste.

\*U. S. Patent Pending

*Light  
and Mild*

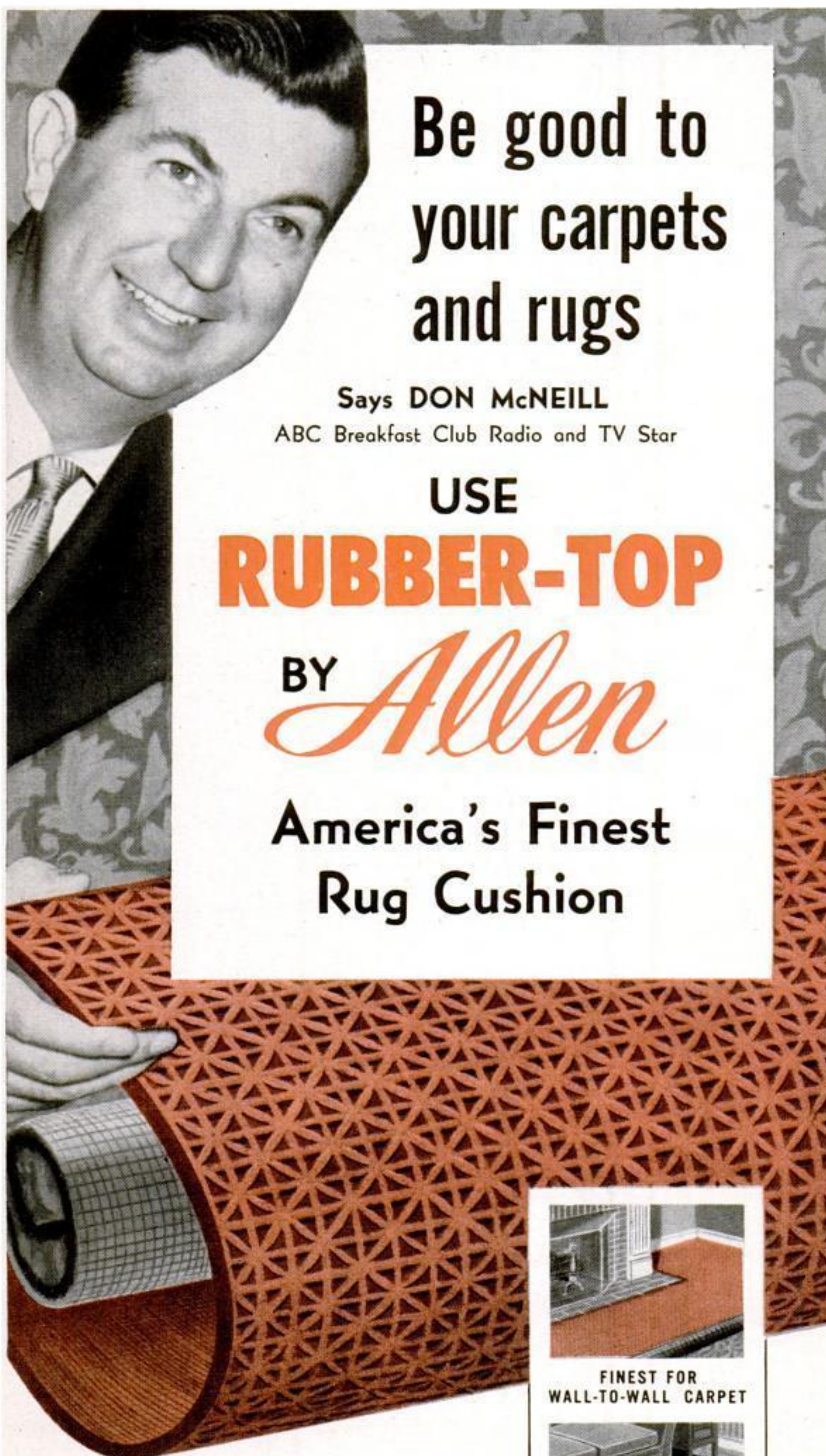
**MUCH MORE FLAVOR**  
**MUCH LESS**  
**NICOTINE**

**L&M**

**FILTER TIP**  
**CIGARETTES**







Be good to  
your carpets  
and rugs

Says DON McNEILL  
ABC Breakfast Club Radio and TV Star

USE  
**RUBBER-TOP**

BY *Allen*

America's Finest  
Rug Cushion

## More for Your Money

RUBBER-TOP redoubles the life of your carpets and rugs... affords the maximum in walking comfort... "A TREAT FOR WEARY FEET."

RUBBER-TOP (44 oz. Terra Cotta Red) has a patented, rubberized waffled top, ribbed rubberized back and shock absorber center. Chosen by experts for under rugs and carpets in hotels and busy buildings. You, too, can enjoy this same economical rug cushion in your home. Insist on RUBBER-TOP by ALLEN wherever you buy your floor coverings.



Allen—a leading manufacturer of automotive trim—also specially designed automotive upholstery and insulating padding.



FINEST FOR  
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ROOM SIZE RUGS



FINEST FOR COTTON  
RUGS AND CARPETS



FINEST FOR  
STAIR CARPETS

ALLEN INDUSTRIES, INC., Carpet Cushion Division, Detroit 7, Mich.

## LETTERS TO THE EDITORS

CONTINUED

up the roof. The house is heated with a small gas stove rigged up to a thermostat.

ALBERT F. FRASER  
Los Angeles, Calif.



HOMEMADE GREENHOUSE

### HUMPHREY'S TAX LAW

Sirs:

Secretary Humphrey's tax program ("How New Tax Bill Can Promote Prosperity," LIFE, March 15) is a long step in the right direction. Particularly timely is his remark that like the American family, the nation has to pursue the fundamental economic law of living within its income. ... None of us enjoys paying taxes, but neither do we want to burden our children and our children's children with debt. We are doing just that today. Election year or not, no matter how acutely it hurts, let us pay as we go. This nation always shows courage when it realizes its obligations.

MARCUS B. WHITNEY  
Tucson, Ariz.

Sirs:

... Deficit financing is not a Machiavellian trick to pass on tax burdens to future generations but a powerful device to create additional income and employment when depression threatens. If Mr. Humphrey's optimistic revisions are insufficient to promote a full employment level of private spending, are we to reduce our living standards?

GEORGE DALTON  
Instructor in Economics  
Boston University  
Boston, Mass.

Sirs:

Secretary Humphrey's report is wonderful. But I think the cost of college for one's children should be deducted from income on the same reasoning that the cost of improving his land is to be deducted from the farmer's income. ...

A. W. CANFIELD  
Belmont, Mass.

Sirs:

... To really relieve fathers like me whose children become progressively more expensive as they grow up, I suggest a tax relief plan to be called "Pay As They Grow." Under it, exemptions for children might be on the following sliding scale: Ages 1-5, \$600; 5-10, \$750; 10-15, \$900; 15-20, \$1,000.

MELVILLE D. SHINE  
Lafayette, Calif.

### SAFETY PUPPETS

Sirs:

Using a puppet to teach traffic safety to children ("New Pitch to Young Pedestrians," LIFE, March 15) isn't exactly new. For five years, in cooperation with safety organizations, we

CONTINUED ON PAGE 17

## IF YOU SUFFER PAIN

of  
**HEADACHE  
NEURITIS  
NEURALGIA**

get

**FAST  
RELIEF** with



the way thousands of  
physicians and dentists recommend.

HERE'S WHY... Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin® today!

## NEW MINTS **Medically Proven** Quickly **RID STOMACH** of **GAS**

The very instant they reach your stomach these new mints go to work—rid your stomach of painful excess acid fast! That's because new BiSoDol® Mints contain incredibly fast BiSoDol medication—the kind doctors recommend. Don't suffer acid indigestion, heartburn, gas. And don't rely on candy-counter remedies that are over half plain sugar! Feel wonderful fast with new, medically-proven BiSoDol Mints!

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for the  
home  
are made by*

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bedspreads—draperies  
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..... and .....  
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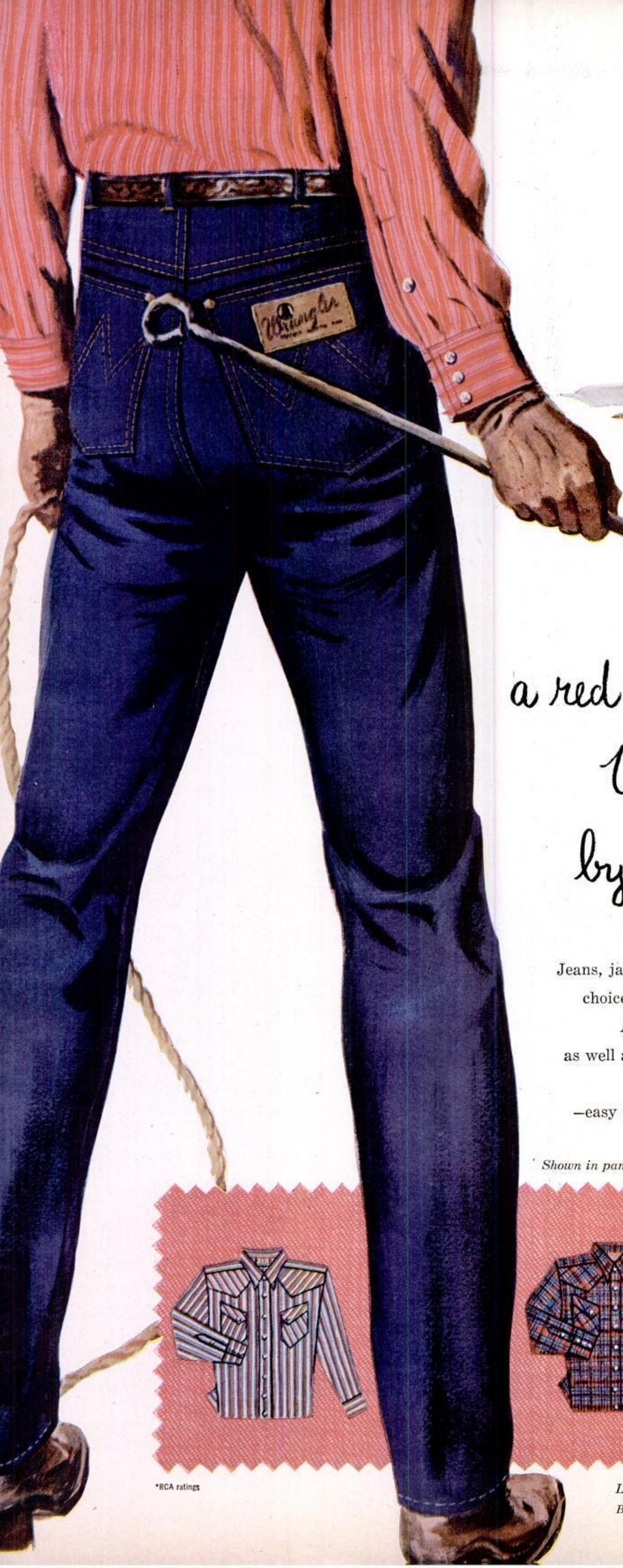
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a red hot brand!



Wrangler western wear  
by Blue  Bell

Jeans, jackets and shirts with that *Wrangler* brand are the choice of 5 out of 6 of the World's Champion All-Around Cowboys\*.

And Wranglers are worn (on and off the range) by dudes as well as real cowpokes. The reasons? Authentic trim fit—rugged 11-oz. denim—Sanforized (buy the size you wear)—easy to manage zipper fly. Exact sizes for the entire family.

\*Shown in panel: Wrangler Western-style shirts in smart patterns and fabrics; Wrangler jacket.



\*RCA ratings

Look for the informative Qualitag that guarantees finest fit and quality at low price.  
BLUE BELL, INC., Empire State Bldg., New York 1, N.Y.

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Guaranteed to wash and dry even these safely!

# new NORGE Laundry Maids



**FILMY CURTAINS**—Nylon, orlon, even plastic draperies can be safely washed and dried with Norge.



**HAND-KNIT WOOLS**—There's a safe way with Norge to wash and dry them without shrinkage or matting.



**RUBBER OR LASTEX**—Norge will wash and dry them safely, quickly and do it all automatically.



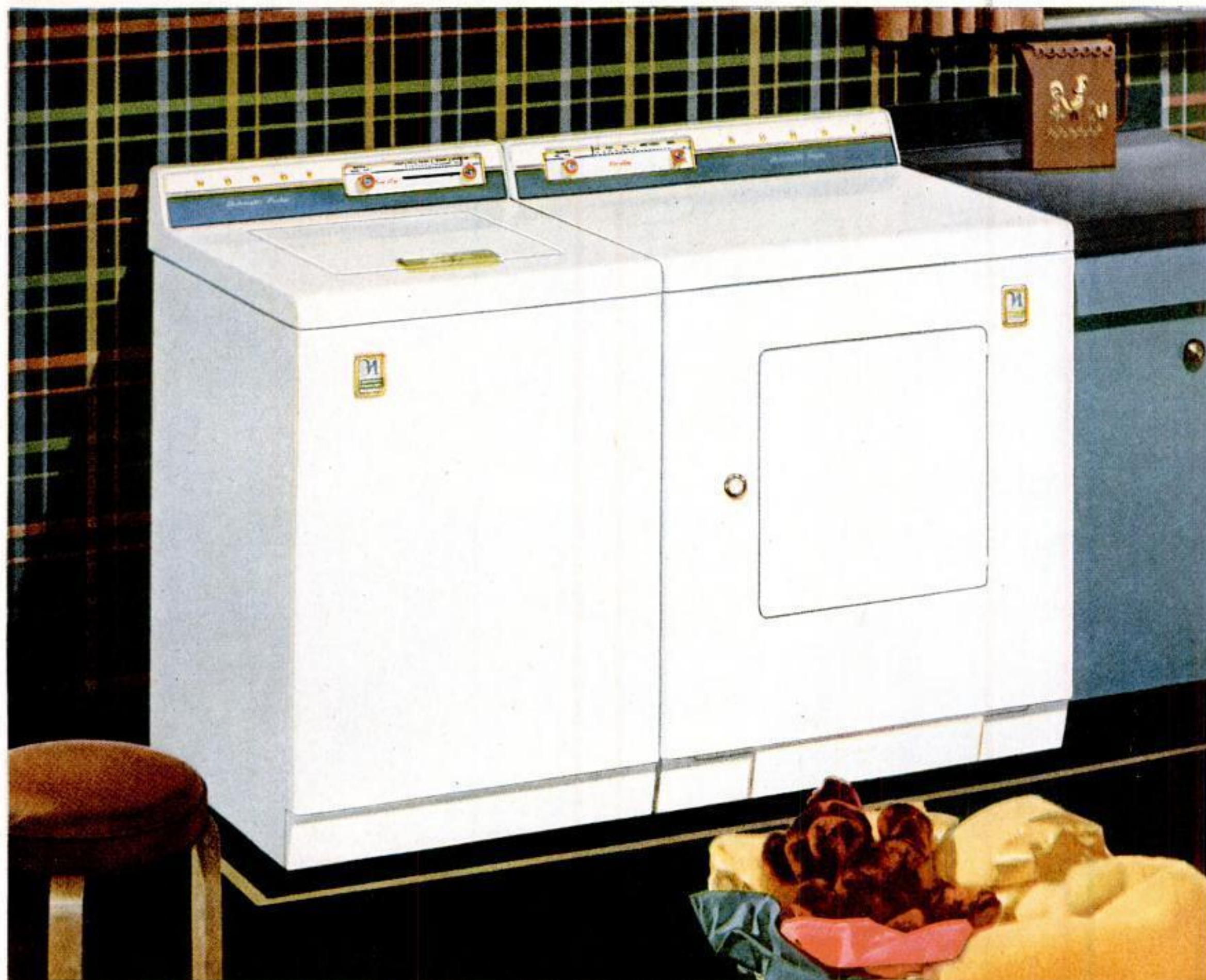
**SOFA PILLOWS**—Foam rubber or down—all can be safely washed and thoroughly dried with Norge.



**ELECTRIC BLANKETS**—Even insulated wires are safe when you wash and dry electric blankets the Norge way.



**DELICATE LINGERIE**—You can trust your loveliest, lacy silks and nylons to gentle Norge care.



With the exclusive new Port-a-Base, available separately, your Norge Washer rolls as easy as a baby carriage!

## If it's safe in water, it's safe in a NORGE *Time-Line* AUTOMATIC WASHER

This is the washer that obsoletes all other washing methods. Completely automatic—choose your water temperature, set the Time-Line Control, Norge does the rest. Completely flexible—you can skip, shorten or repeat any action, and add or remove clothes any time.

Norge uses less hot water and soap. But its powerful Wave Agitation and 5-way warm rinse get clothes cleaner by actual test. And so gently, too. No tangled clothes, even during Norge's Super-Spin. In the Safety Spin model, spin stops automatically if lid is lifted, resumes when lid is closed.

## The only dryer that's safe for everything NORGE *Time-Line* AUTOMATIC DRYER

You can dry anything safely in this Norge! For it's a new type of dryer. It blows more air through your clothes to dry them fast, without harsh heat. In Norge, you can use heat, air and tumbling together—as in other dryers. But with Norge's 4-way drying you can also *turn off* the heat or the tumbling—or both. And even with the heat on, Norge never goes above a safe, gentle 140°.

For non-tumble drying, there's a handy, removable rack. Safety switch stops action automatically when you open the big door. Ozone lamp leaves clothes sunshine-sweet. Gas or electric models.

**NORGE** ... *just the best in home appliances*

Refrigerators • Freezers • Gas and Electric Ranges • Automatic and Wringer Washers  
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DIVISION OF BORG-WARNER,  
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## NORGE'S MONEY-BACK GUARANTEE

Use the washer or the dryer (or both) in your own home for 30 days. If you aren't completely satisfied, your Norge dealer will refund your money!



beautiful! colorful! Cabana Sets

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by Juvenile



SIZES  
9 mo. to 8 yrs.

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From coast-to-coast . . . dealers also feature beautifully styled Santone shirts, suits, pants, hobby togs and western wear.

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Bathe  
your eyes  
**DAILY**



The dull, heavy-lidded feeling of tired eyes seems to float right away when you give them their daily bath of Murine! It's such a quick and easy way to promote a healthful condition in your eyes. Just two drops of Murine in each eye—and your eyes gain a cool, wideawake feeling of refreshment. Murine makes your eyes feel good. Start using it regularly today.

**MURINE**  
for your eyes



**Mr. Bruce**  
GUARANTEED MEN'S HOSIERY  
WILKES HOSIERY MILLS CO.  
North Wilkesboro, N. C.

## LETTERS TO THE EDITORS

CONTINUED

have been sponsoring the appearances of Donnie Dingbat, a safety-teaching animated puppet, in the schools of Pittsburgh and western Pennsylvania. Donnie, electrically controlled by a hidden operator, gives six to eight shows per week with a policeman serving as straight man. He and the policeman ad-lib together, stressing rules



such as crossing streets at intersections, looking both ways before crossing, not playing in streets, riding bicycles carefully. By now the kids write Donnie and even send him gifts.

EDWARD P. KASUN

The Pittsburgh Press  
Pittsburgh, Pa.

**BILLY GRAHAM**

Sirs:

. . . Under a picture of two young men on their knees in prayer in Billy's London meeting ("A New Billy, Hit in London," LIFE, March 15), you describe them as responding to "emotional appeal." How strange that some people think we are at liberty to be emotional in every other realm except the spiritual. You may be sure there can be no real worship of God that is not packed full of genuine emotion. Apparently you think only slightly silly individuals attend these meetings. This is a thousand miles from the truth.

REV. KENNETH D. BARNEY  
Pastor

Assembly of God Church  
Levelland, Texas

Sirs:

. . . I was deeply impressed with the spiritual depth of the fine pictures you published. It has been the same wherever Billy goes: the people are moved. When you show something of the great work being accomplished by this remarkable young man, Christians everywhere are most grateful.

CHARLES W. OUTLAW

Atlanta, Ga.

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of Easter

When Eastertime fills your heart with new hopes and prayers, there's no finer way to share your joy than by sending lovely Gibson Easter Cards. To be sure of the finest, look for the famous name on the back . . .

**GIBSON**

Easter  
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# SPEAKING OF PICTURES . . .

... Smuggled German cartoons  
lampoon the Russians  
in a comic strip on  
history, Soviet version

In the Soviet Zone of Germany nothing needles the Reds more ingeniously than an underground humor magazine called *Tarantel* (Tarantula), which is published by anti-Communist Germans in the Western Zone and slipped over the border. Of all *Tarantel's* efforts none was so successful as "A Short History of the Soviet," a comic-strip satire from which the cartoons on these pages were selected. Accompanied by dead-pan captions, which are paraphrased here, the cartoons lampoon the Soviet rewriting of history by taking standard Communist terminology and juxtaposing the words with devastating pictures. The great inventor turns out to be a doodling kid, and the well-stocked store is fuller of customers than wares.

Some 600,000 copies of *Tarantel's* "History" were distributed in the East Zone despite frantic efforts by the Reds to suppress it. Copies went in disguised as official literature, were hidden inside daily newspapers and left around public lavatories. *Tarantel's* editor, Heinrich Bär, is now preparing a sequel on the history of the East German Communist Party.

## 1: THE ORIGIN OF THE EARTH



**IN THE BEGINNING** was chaos. But a bright red star was formed, and from this the earth evolved.



**PARADISE**, covering only sixth of the earth, was home for the first people, Adamski and Evaja.

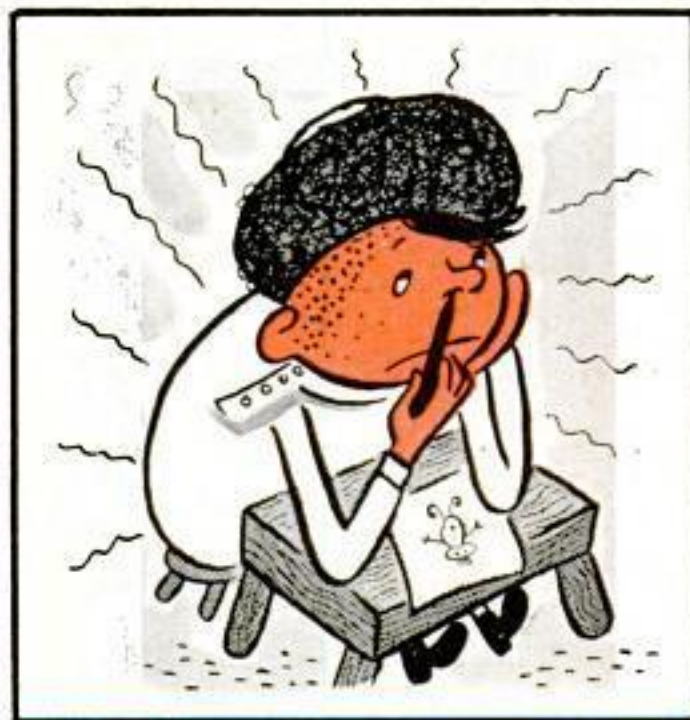


**PRODUCTION** on a mass basis was introduced by Adamski and Evaja, founding first community.



**SYMBOLS OF FUTURE** were seen by Adamski, welcomed home after day of intoxicating progress.

## 2: THE HEROES OF SOVIET HISTORY



**YOUNG GENIUS** Lomonossov is remembered by history as inventor who invented inventing itself.



**"MISA LONA,"** the lady with a mysterious smile, was painted by famous Soviet artist da Vishinsky.

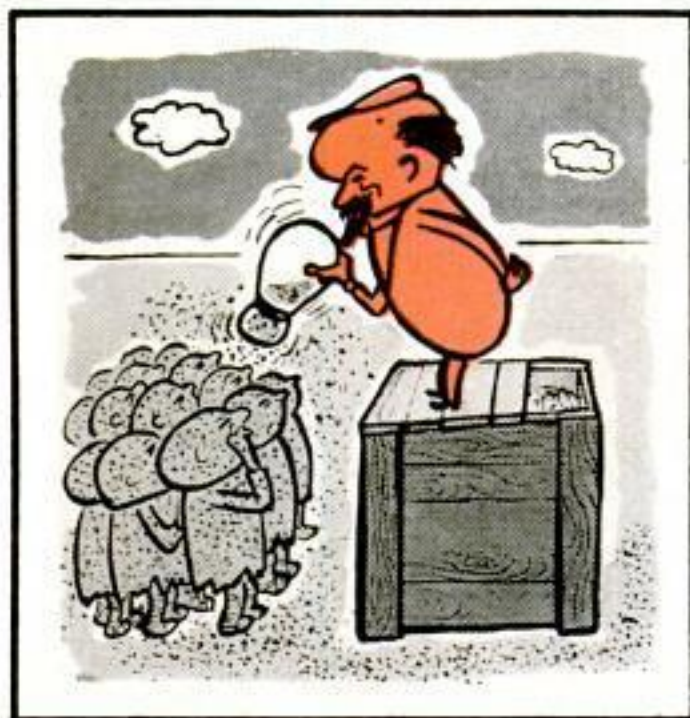


**COLOMONOSSOV**, the Lenin-grad sailor, discovered America in 999—although he did not return.

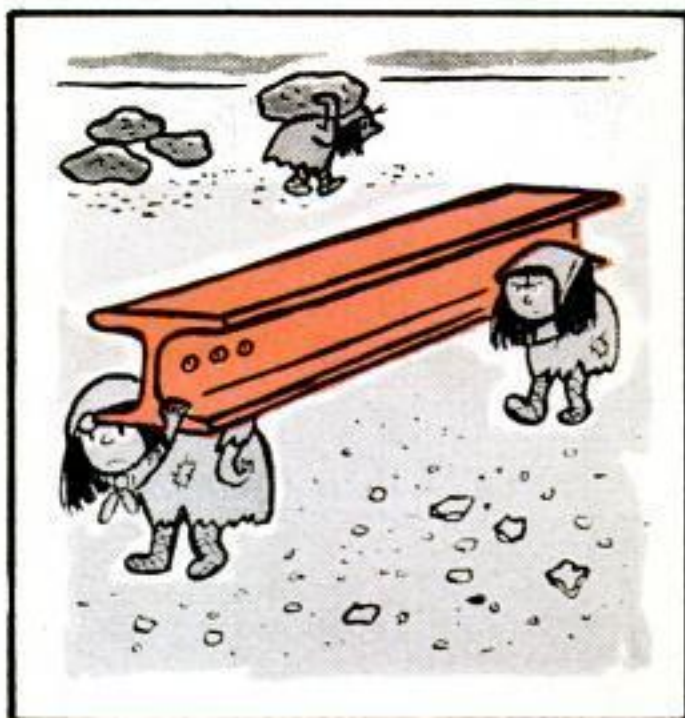


**AGROBIOLOGIST** I. V. Michurin discovered the basic process for the manufacture of ice-cold drinks.

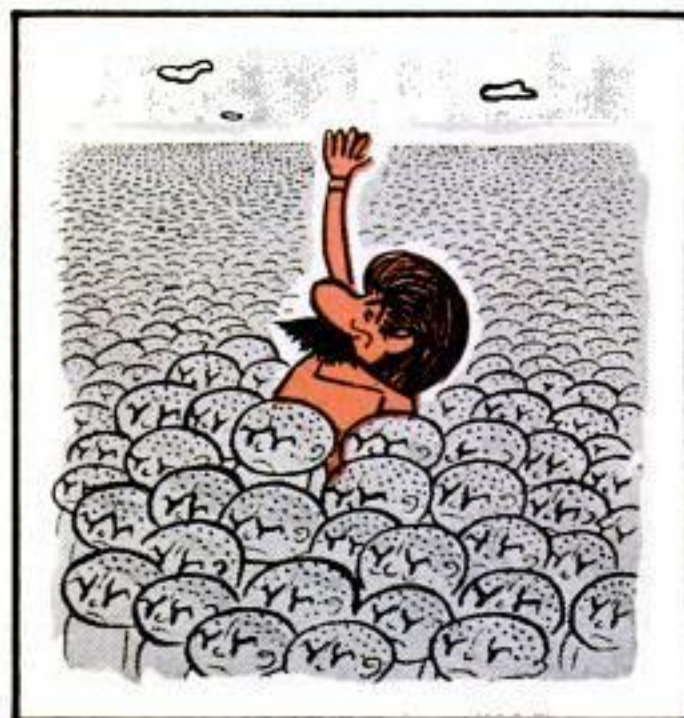
## 3: THE GREAT OCTOBER REVOLUTION



**LENIN**, the father of the Soviet, said, "All land to the peasants!" and threw sand into their eyes.



**WOMEN'S RIGHTS** were won when Soviet ended discrimination and gave women equality with men.



**STALIN**, speaking for all the people, enthusiastically hailed the success of the great Soviet revolution.



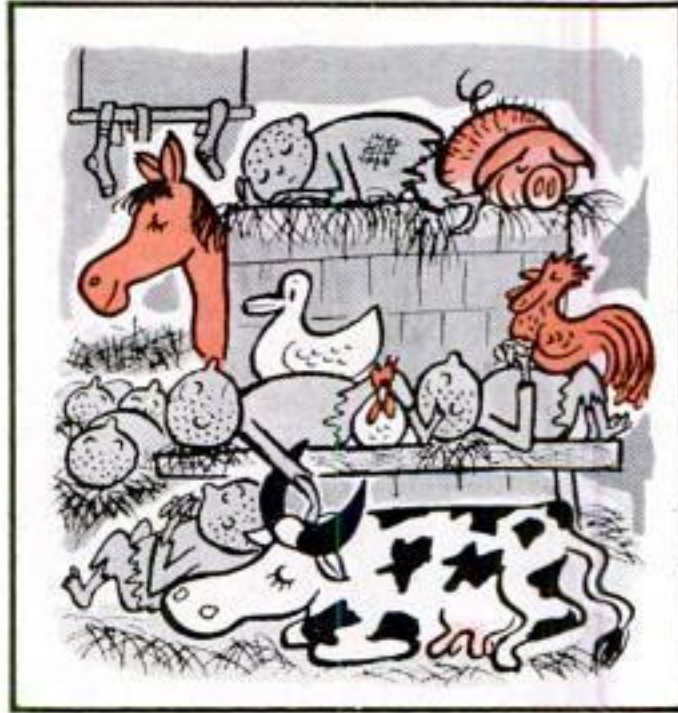
**MEN'S STRENGTH** was rallied behind Stalin as citizens began to demonstrate Soviet driving power.



## 4: THE ERA OF STALIN



**ABUNDANCE** of goods made the shops overflow with customers after Stalin succeeded Lenin in 1924.



**COMRADESHIP** on farms grew so strong that inhabitants worked same fields and slept in same room.



**PROGRESS** under Soviet leadership was so dazzling that some people lost their heads in amazement.

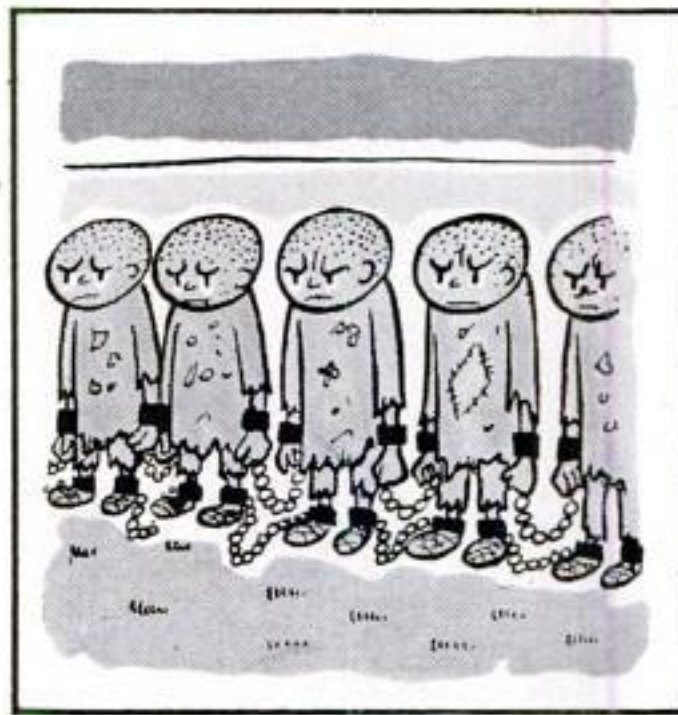


**HIGHWAYS**, deep as they were wide, proved Stalin's genius when Hitler attacked the Soviets in 1941.

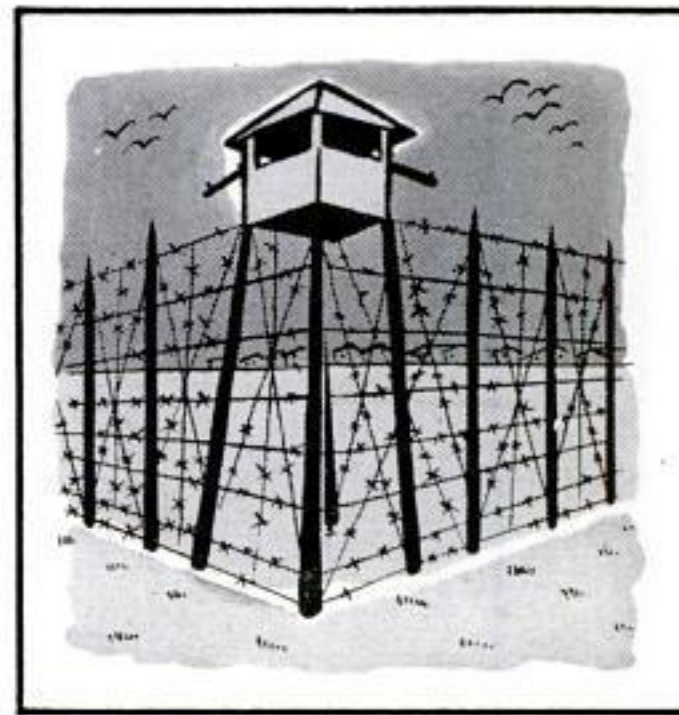
## 5: THE GREAT LIBERATION



**LIBERATION** of Eastern Europe from its capitalistic chains was provided by the Soviet army in 1945.



**BONDS** between different social classes were created by Communist leaders in each People's Democracy.



**MONUMENTS** to Communism also sprang up, creating places for the social outcasts to get together.



**PEACE** came to everyone who responded to the old Bolshevik cry, "Communists of the world, unite!"

## 6: THE GREAT FRIEND OF GERMANY



**GENEROSITY** of Stalin allowed the Germans to keep more of their native land than was given to Poles.



**AFFECTION** of Stalin for everything loose in Germany surprised even his loyal German supporters.



**INSTRUCTION** by the Red army gave the German youth not only new manners but new postures too.



**SOLICITUDE** for Germans was shown by friendship huts where soldiers were posted in every village.

## 7: THE GREAT EXAMPLE



**IDEAL** of the People's Democracies everywhere became the care of Man, especially the man J. V. Stalin.



**BLESSINGS** from planned economy of the Soviets have showered the Germans with consumer goods.



**COEXISTENCE** with others, side by side in peace, was demonstrated with finality by Stalin in 1953.



**DISCIPLES** of Stalin work closely together after his death to carry on with the great Soviet tradition.



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Eddie Mathews, Sensational Young Milwaukee 3rd Baseman



Mix  
and  
match  
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with your  
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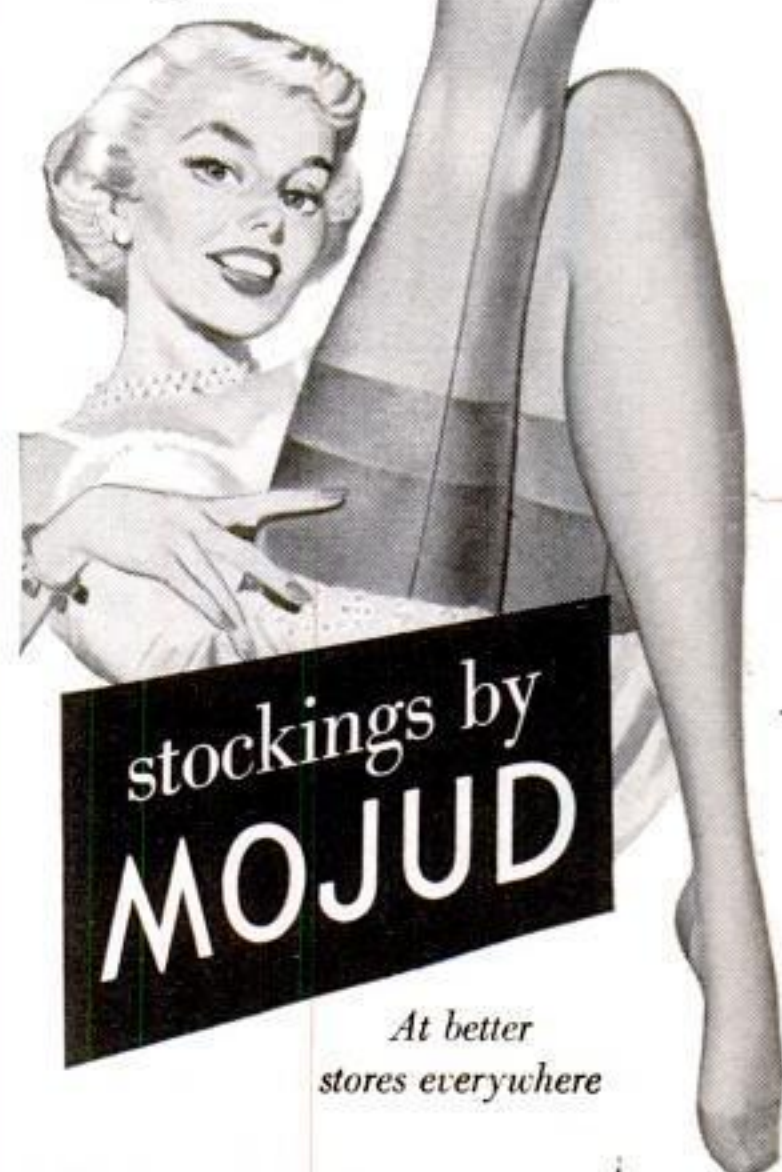
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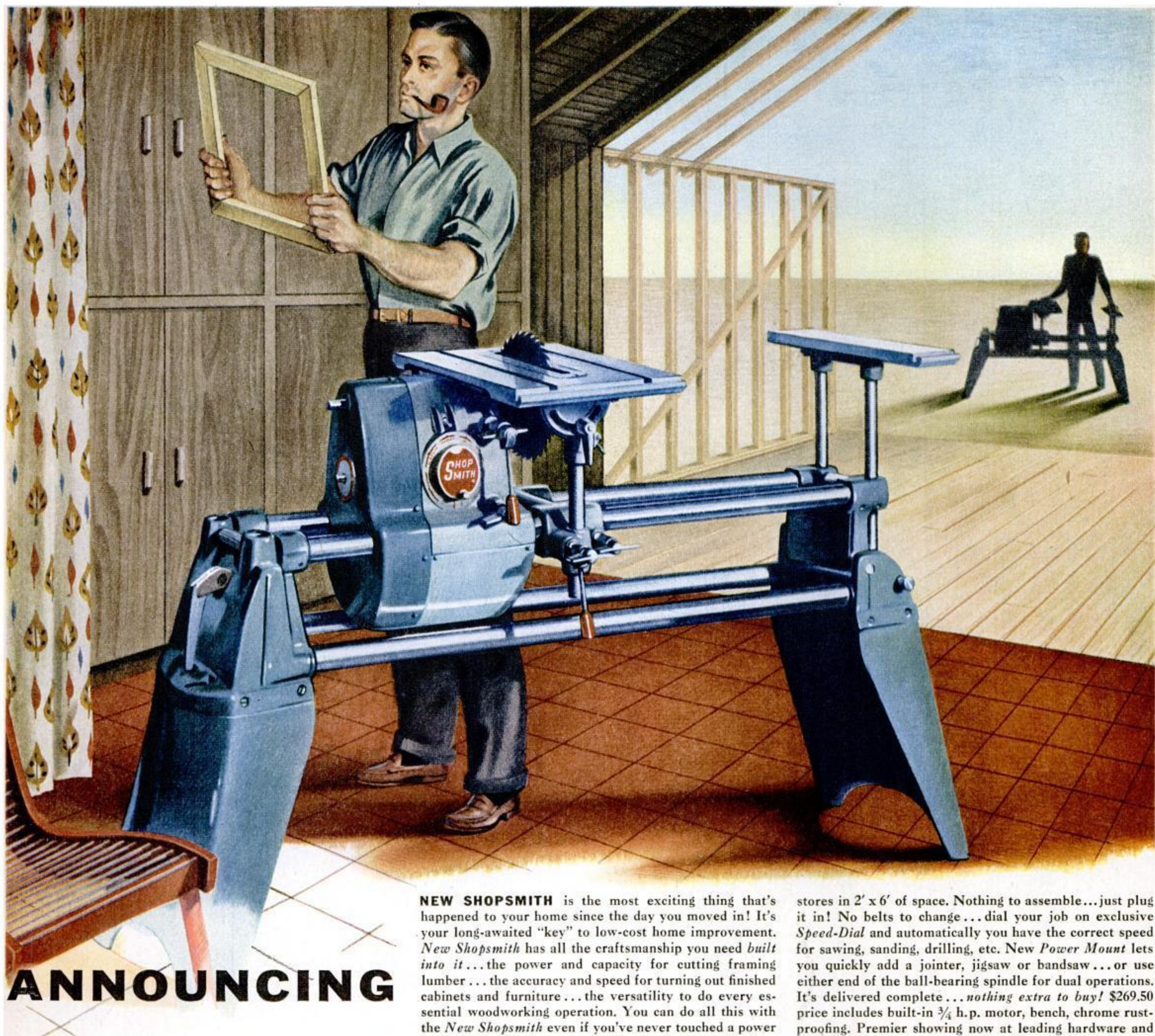


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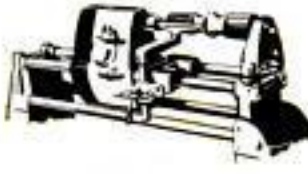







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## *He brightened the dim record of our past...*

A LOT OF PEOPLE today don't know about Francis Parkman. Yet they should, for there is so much about Francis Parkman that's good for all of us to know. So you start to tell people about him. And suddenly you discover that Francis Parkman was *several* kinds of man... and that each kind deserves a telling.

Francis Parkman was a *brilliant* kind of man. A great historian who made the people he wrote about live and breathe again. When he takes you along the Oregon Trail, you can feel the sting of alkali dust in your eyes and smell the pungent sage. You sit with him in the lodge of Big Crow and see the fat buffalo meat sputter and smoke on the fire. You feel the bitter cold and the terror that night of the Deerfield Indian massacre.

Francis Parkman was a *determined* kind of man. He planned his whole career when he was still a schoolboy—then lived it out exactly as planned! He made up his mind that he would write the whole detailed history of the French and English conflict for empire in America. He started in 1848 when he was 25—kept at it all his life—and published the last volumes just before he died at 70.

Francis Parkman was a *courageous* kind of man. He was in delicate health as a

youth, yet tramped over miles of historic ground, storing up details in his mind. He lived in hardship with Indians, so he could write about them accurately later. By his twenty-fifth birthday, his health had become so bad that he could work only a half-hour a day, and could keep his eyes open only in a darkened room. But by stretching wires across a board to guide his pen, he learned to write with his eyes closed. During this period of his life he was able to average only a few lines a day. But he kept doggedly at it. And slowly through the years he gained in strength, and the massive volumes grew... *La Salle and the Discovery of the Great West*, *The Old Regime in Canada*, *Frontenac and New France and Louis XIV*, and finally—not long before he died—*Montcalm and Wolfe*, and *A Half Century of Conflict*.

We have learned a lot from those great history books that Francis Parkman wrote. But perhaps we can learn a lot more from the *life* that Francis Parkman lived. For he showed us that a man can go on to greatness, no matter how long the road, or how many blocks are thrown across it, if he has the heart and the will to keep trying.

*John Hancock*

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RECREATION AT PHEASANT SHOOT IN 1936 AND CURRENTLY WITH A GOLF CLUB AND IN A FULL ATTIC

# PEOPLE DON'T ALWAYS CLOBBER EACH OTHER

Although the headlines keep telling how people kill each other off, it is also important to know how people enjoy themselves. This is why "LIFE Goes to a Party" has continued all through World War II and Korea. Right now, although we are gingerly coming to grips with the first pictures released of an H-bomb blast (see next week's LIFE), we're also preparing drawings of plans for living with the bomb itself, if necessary. Meanwhile it is comforting in the midst of all this to attend a homey party like Mrs. Diley's attic cleaning (pp. 156-160).

The Party Department is our closest equivalent to a society page, although the "society" is likely to range from an amateur gardener raising tomatoes in Decatur, Ga. to a bevy of diplomats raising cutlery at a royal luncheon in Versailles (or a gymful of students raising the roof at a college prom in Montana). The fun may be austere, like the exclusive French pheasant shoot (above) in our first issue 17 years ago. It may also be a visit to a famous piggery in the U.S., to the Aegean Sea with Cecil Beaton, to a mint julep party in Kentucky, to a

Du Pont family reunion or to a stomp at the Savoy in Harlem.

LIFE's Party Department, veteran of some 800 widely diversified clambakes, still gets more mail, in the form of suggestions and invitations, than any other part of the magazine. Of course we have attended the big, official shindigs, like Mardi Gras, Halloween, New Year's Eve or a national cat show. And readers have had a chance to live it up at "21," El Morocco or the Stork. But by and large we got just as big a kick (and no hangovers) from neighborhood affairs—the bingo games, box socials, cake sales and picnics that are as much part of a nation as its birth rate or budget.

Another type of recreation, golf, presents more complicated problems, as the Sports Department found when it set out to find what golf professionals had to say about the "secret" of Ben Hogan's greatness. No two opinions obtained by Reporter Dick Stolley (above, ineptly swinging a club wired for pictures) were alike. But they added up to an exclusive story (pp. 126-134) that will be news to golfers everywhere.

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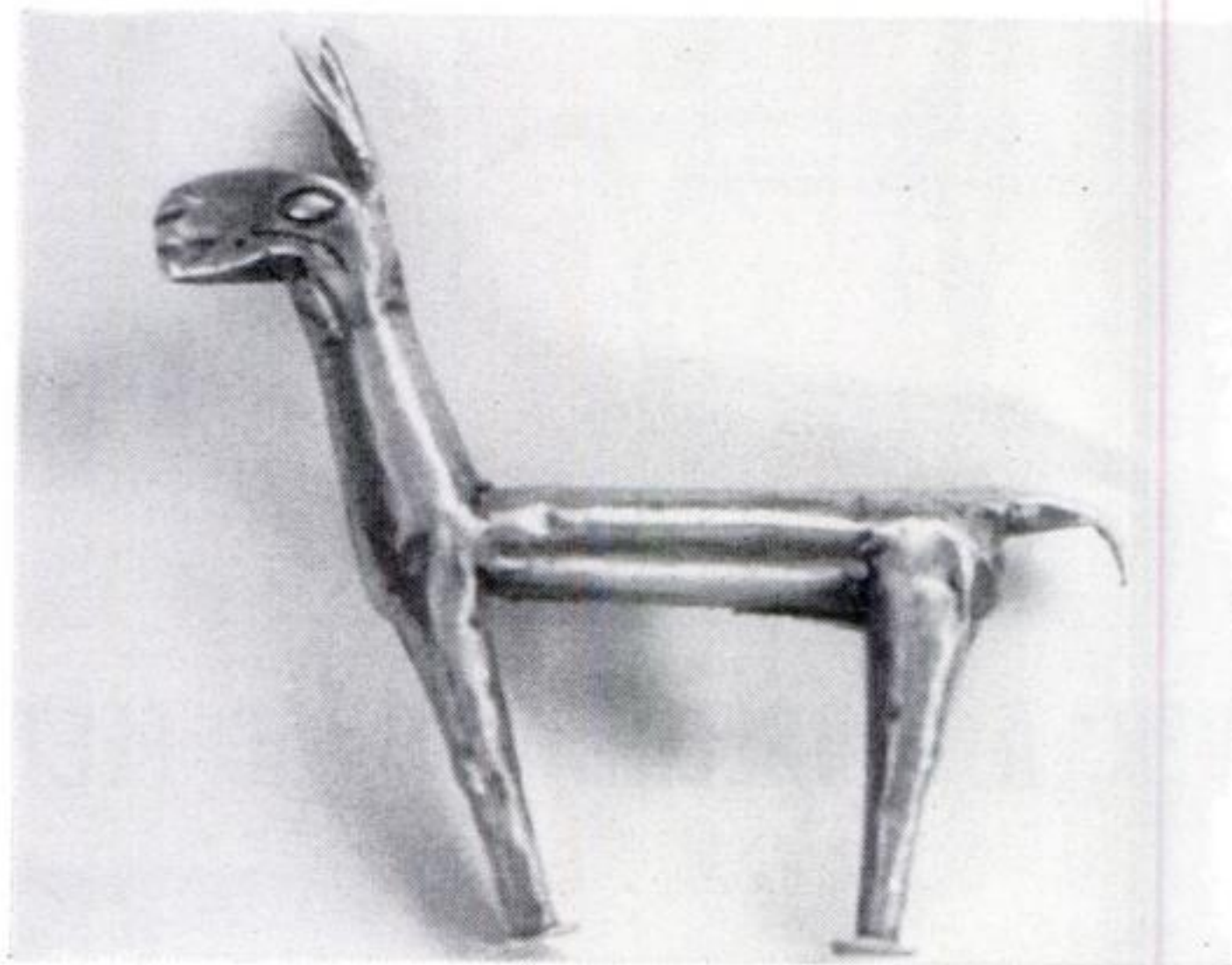
There is nothing more important than octane rating when you buy gasoline. That's because the amount of power gasoline can deliver depends on octane rating. So, no matter what other qualities you want your fuel to have—be doubly sure to get high-octane gasoline. And the way to be octane-sure is to always use "Ethyl" gasoline. When you buy gasoline, look for the familiar yellow-and-black "Ethyl" emblem on the pump.

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## A SACRED GOLDEN LLAMA, A SILVER IMAGE OF A SPIRIT CLUES IN KILLING OF A NOBLE INCA CHILD

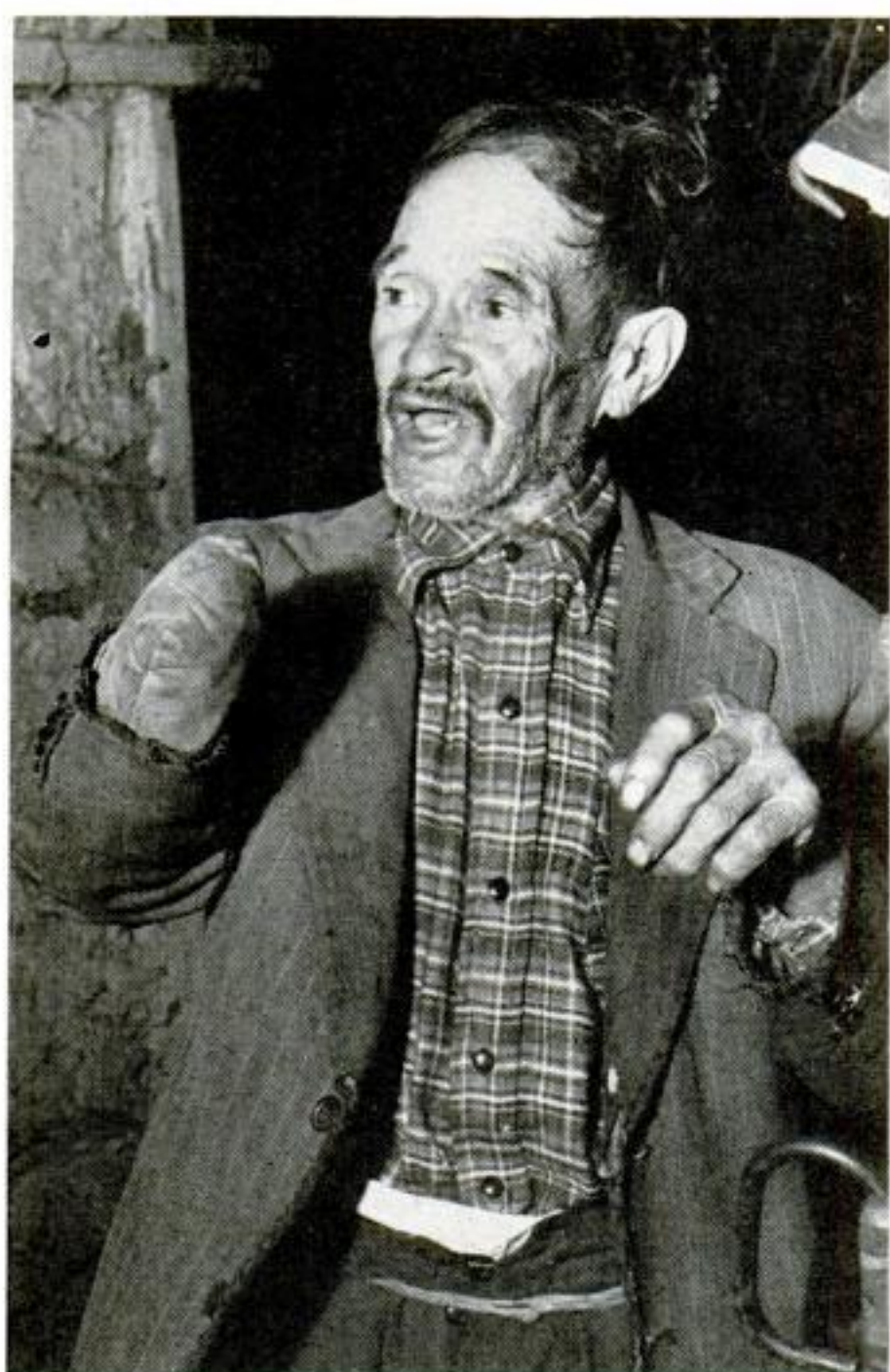
An important news story of 400 years ago, comparable in its own time to the crowning of a modern sovereign, has just come to light in Santiago, Chile. There a mountaineer turned up with the amazingly preserved corpse of a child (*right*) which he said had been dug up in the Andes 25 miles from the city. As re-created by scientists who studied artifacts found with the body, the child's story was connected with an epochal event in Inca history.

The ceremonial of the youngster's death could have begun in an Inca temple, high on the mount now called El Plomo. There a handsome 12-year-old boy had been dressed in a blackish ceremonial shirt fringed with llama hair that marked him as the son of a noble. His hair was braided in hundreds of pigtails, his wrist and neck adorned with silver bands. As an icy wind tore at them, priests led the child along a steep trail to a ritual plateau 17,700 feet up. There soothsayers dedicated sacred statuettes of llamas (*above*) and a holy image (*above, right*). But the boy saw these only dimly, for he had been given goblets of corn liquor and was quite drunk. Dazed, he was led three times around a stone shrine and then strangled—a sacrifice to the mountain gods of the Incas. The priests then buried the corpse in the frozen ground where the mountaineers found it.

Until its shawl and banded shirt were unwrapped, the small body brought to Santiago was thought to be that of a girl. Further investigation may show the corpse to be a recent one, but the hillman's description of the tomb matches known Inca sepulchers. The objects he found are authentically Incan and without doubt are among the finest specimens of handicraft yet found from that extinct civilization.







**DISCOVERER** of site of tomb is Juan Chacón, who lost his right arm in a 1914 mining accident.



**RECONSTRUCTION** of grave shows boy with relics in frozen earth under U-shaped stone cairn.



**EXHUMER** of body, Cobbler Gerardo Rios, explains how he gasped for breath at rarefied altitude.



**EVIDENCE** supporting belief that objects found are authentic was taken from Peruvian sepulchers known to be Incan. Early chronicle shows Inca captain (above, left) wearing silver neckpiece similar to



that found on El Plomo boy and shoved up on his brow by Chacón. Hollow gold llama (center) is like newly discovered one. Inca figurine (right) looks like one in cairn, was spiritual symbol, not a doll.

## A MULE DRIVER, A COBBLER AT 17,700 FEET



SCHAEDEL

As told by the discoverer, an illiterate Chilean Indian by name of Juan Chacón, the unearthing of the Inca child was the result of a treasure hunt. Chacón has spent most of his 75 years in mountains as a mule driver, miner and amateur explorer, always hoping to find a legendary

silver mine and Spanish treasure among the crags of El Plomo. Twenty-five years ago he uncovered some ancient Inca figurines in a plot of ground near its peak, but then and on later trips he became too exhausted from lack of oxygen to do any deep digging. Finally, too old to hunt further himself, he told a cobbler friend, who went up with a companion to search more thoroughly. At the site the cobbler, Gerardo Rios, found three stone tombs arranged in the shape of a U. In the top of one he found two llamas, one of gold and one of shell. In a burial chamber (inset, left center) beneath them he came upon the boy's body. With it were some bags and a silver statue of a spirit.

The cobbler carried the body to a graveyard in Chacón's village, where they reinterred it for safekeeping while they tried to sell the find to Humberto Fuenzalida, director of the Museum of Natural History in Santiago. When

Fuenzalida hesitated because of the lack of funds, Richard Schaedel, an American anthropologist in Chile, was told of the body by some of his students. With them he bought it and gave it to the museum.



FUENZALIDA

The body was extraordinarily well preserved, neither as decayed as an unembalmed corpse would be nor dessicated like a mummy. On preliminary examination doctors agreed that it was about 400 years old and had been preserved by the intense cold of the mountain, where the ground is frozen 10 months of the year and barely thaws out at 35° in the brief summer.

The burial itself was an extremely important one because it was performed on a very high peak. By Inca belief, the mightier the mountain, the mightier the spirit that dwelt in it. The child might have been a royal son who died in an accident or from a disease. But more likely he was sacrificed by order of the Inca emperor either to celebrate some great occasion, such as his enthronement, or to propitiate the gods after some disaster. Anthropologists are particularly interested in the find because it reveals that the despotic influence of the Incas in the remote province of Chile was far greater than had ever been believed.



**FINGERNAIL POUCH** near boy held his nail parings, locks of hair put in when he was christened.



**COCA BAG** made of feathers and containing leaves chewed by Inca nobility lay in earth next to boy.





**SITE OF TOMB** is 17,700-foot-high spot (arrow) near summit of Mount El Plomo close to Andean glaciers. Since on such great occasions a girl was often

sacrificed along with a boy, scientists hope that at other wing of the U-shaped sepulcher another child is sitting with folded arms amid these windswept snows.



## SENATORS AND CABARETS

Senators Millikin and Douglas were debating last week on the subject of whether cutting excise taxes on furs, jewelry and cabarets favors the poor or the rich.

MILLIKIN: The senator should know that 75% of the purchases of jewelry go to ordinary people who buy costume jewelry and not diamonds with which to bedeck themselves from their wrists to their elbows. Seventy-five percent of the fur business . . . consists of rabbits, muskrats and so forth, not mink.

DOUGLAS: Not sable?

MILLIKIN: Not sable. The senator wears the only sable I know of. He is as gloomy as an old country funeral, with black sable waving from the top of the hearse. . . .

DOUGLAS: Then what about the cabaret tax? Is it the poor folks who spend their money on such things?

MILLIKIN: The cabaret tax is not a den-of-sin tax.

DOUGLAS: But how many workingmen go to the Stork Club, the Twenty-three Club and other such places, where gay blades like the senator from Colorado are wont to congregate? . . . Let me say that I have never been in a nightclub in my life.

MILLIKIN: Nor have I for many, many years. . . . The senator from Illinois has stimulated my imagination. His mind is strangely preoccupied with elegant clubs like the Stork Club and the Twenty-three Club—is that the right name?

DOUGLAS: The Twenty-three Club, according to Walter Winchell.

MILLIKIN: The distinguished senator from Illinois has brought up a vision of sensual delights. . . . I merely wish to clear the air a little. . . . If such talk had not come from the distinguished senator from Illinois, whom I respect and admire, I would call it demagoguery. . . . The senator can see, now that my glass of milk has fallen from my desk, what I drink. It is milk. Let there be no implication that I might be tempted by the delights afforded by rich nightclubs—delights which seem to intrigue the senator so much.

And so on. Here indeed is relief for taxpayers, who can rejoice that their senators drink milk and don't even know the right name of Manhattan's famed "21" Club (which they doubtless associate with that derisive expression of their youth, "Twenty-three, skidoo"). We may also rejoice that no detail of the excise tax is too small for senatorial attention, even though they may seem to be wasting a lot of time a long way from the real issue (*see right*).

Is business getting worse or better? Much hangs not only on the answer but on what Congress thinks is the answer. For example the President's tax program: because of the recession, it is in trouble.

Congress has already decided to cut excise taxes on about a hundred items from jewelry to telephone calls. This excise bill will yield about \$1 billion less revenue than the Administration had hoped for, because Congress wanted to lend a quick fillip to consumer sales. But the bigger half of the tax program, the general tax revision bill, has its trouble still ahead. Against it the Democrats are mustering not only election-year political arguments but others that wear the mask of economic emergency.

The general tax revision bill is the first big effort in 50 years to modernize and simplify the whole tax structure. Its 875 pages include a complete rewriting of the basic internal revenue code. In addition, it is a tax reform bill. After 20 years of New and Fair Deal "punitive" tax tinkering, it was inevitable that most of the reforms should be pro-business. For example, it makes a gesture toward untaxing dividends on the theoretically firm but politically marshy ground that this income has already been taxed against the corporation. It also permits corporations much more leeway in their depreciation policy. Such reforms are designed to stimulate business expansion and investment (see "How New Tax Bill Can Promote Prosperity," by George M. Humphrey, *LIFE*, March 15).

The partisan arguments against these reforms are not to be taken very seriously. The Democrats say that the Republicans are exhuming the old "trickle-down" theory of stimulating business investment, as against their own "percolate-up" theory of stimulating consumer demand. In fact consumption and investment are indispensable parts of a single process—the process of economic growth. It is this process that the President's bill was designed to foster. It is a long-term process, and it is a long-term bill.

Unluckily for the Administration, however, there is less political interest this year in long-term expansion, or the creation of new jobs, than there is in the recapture of jobs that were thought to exist already. Unemployment has now reached nearly four million, millions more are on short time, and professional labor leaders demand action. Even the most responsible Democrats, like Walter George and Paul Douglas, have accordingly united around an amendment to the tax bill which would increase personal exemptions to \$700 or \$800. This massive piece of tax relief—a \$700 exemption would cost the government \$2.4 billion in revenues—would be about as quick a jolt to consumption as the government, short of dropping greenbacks from airplanes, could deliver.

The Democrats are happily wondering whether to push their proposal for all it is worth, thus "saving the country," or to accept a close defeat on it (as they have already done in the House), thus saving the issue for the fall campaign. The Republicans are in the unhappy position of having also to consider whether there isn't a better use to be made of the public's money.

Eisenhower, Humphrey and Co. believe there is a better use. They want to save it against worse trouble than we are in now. Originally their careful budget for this difficult transition year contemplated a deficit of \$3 billion. Already the excise bill has added \$1 billion to this deficit, and the recession itself, by reducing incomes and income taxes below the original Treasury estimates, will be making it even bigger.

To compound this certain deficit with another \$2.4 billion tax cut, as the Democrats propose, Republicans would have to be stampeded into a position they do not believe in. They do not believe 1) that deficits are painless. They do not believe 2) in seizing every excuse for massive intervention in the economy, or that it is too sickly to be allowed to breathe and fluctuate a little on its own. And they do not believe 3) that the recession is very serious now or likely to become so.

On the first two points the Republicans are certainly right. Lacking the old Democratic itch to steer and manage all parts of the economy, an itch of which Leon Keyserling was the symbol, the Republicans are content to watch, measure, protect and foster the economy as a whole. Their method is better for all in the long run—as long as the recession does not get out of hand.

There are no signs that it will. On the contrary, there are signs—which the April *FORTUNE* spells out in convincing detail—that the recession has already reached its "long bottom" and that present levels of business will be roughly sustained until they turn up again. Even if they should not turn up this year, 1954 would still be the second or third most prosperous year in our history. Such a prospect certainly does not justify scuttling the budget, ignoring the debt and turning a tax reform bill into a panicky form of tax relief. Rather it is a prospect that warrants keeping our eyes on the long-term problems of continuing expansion.

To make sure that the next boom is a long and sound one, many reforms are needed, of which tax reform is only one. Others, also in the Administration program, have yet to be debated in Congress: a new housing bill; a better social security and unemployment compensation system; highway, school and hospital construction; a long-range farm program; an expanding foreign trade. In any long perspective, the 1954 recession is now perhaps the least important economic problem before us.



PICTURE  
OF THE WEEK



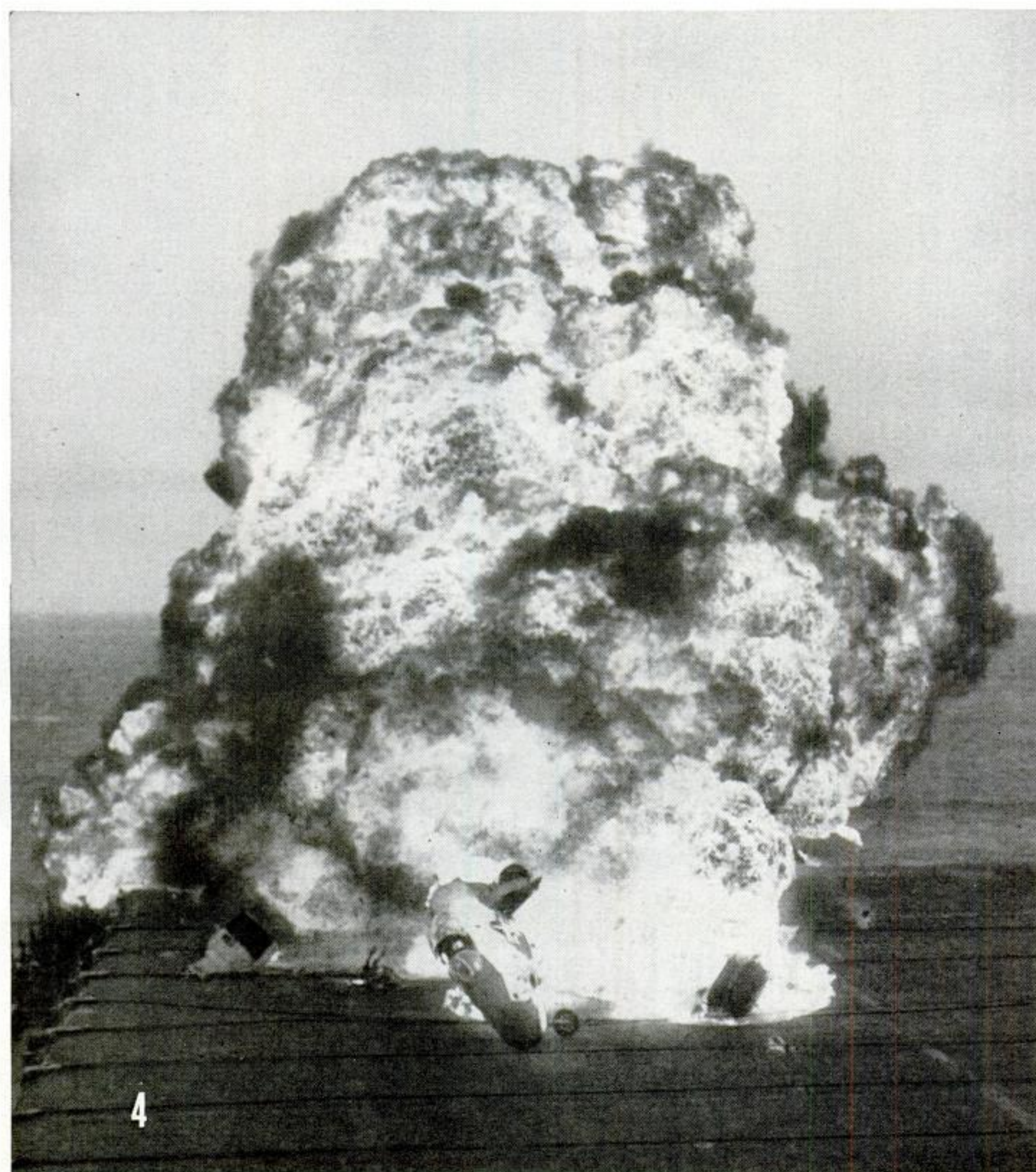
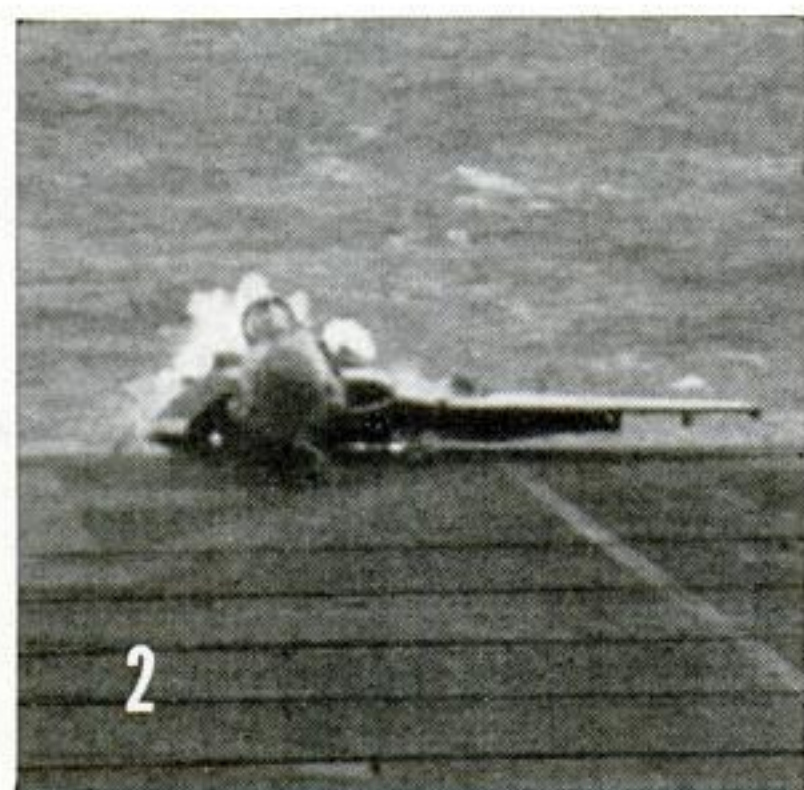
## ... AND THE BULL JUMPED OVER THE BULL'S-EYE

Every Sunday in Caracas, Venezuela a crowd gathers to watch bullfight exhibitions put on by students at the Escuela Taurina Cavalieri, a school for aspiring matadors. Though the "bulls" are only steers with blunted horns, the young bullfighters are often unnerved by

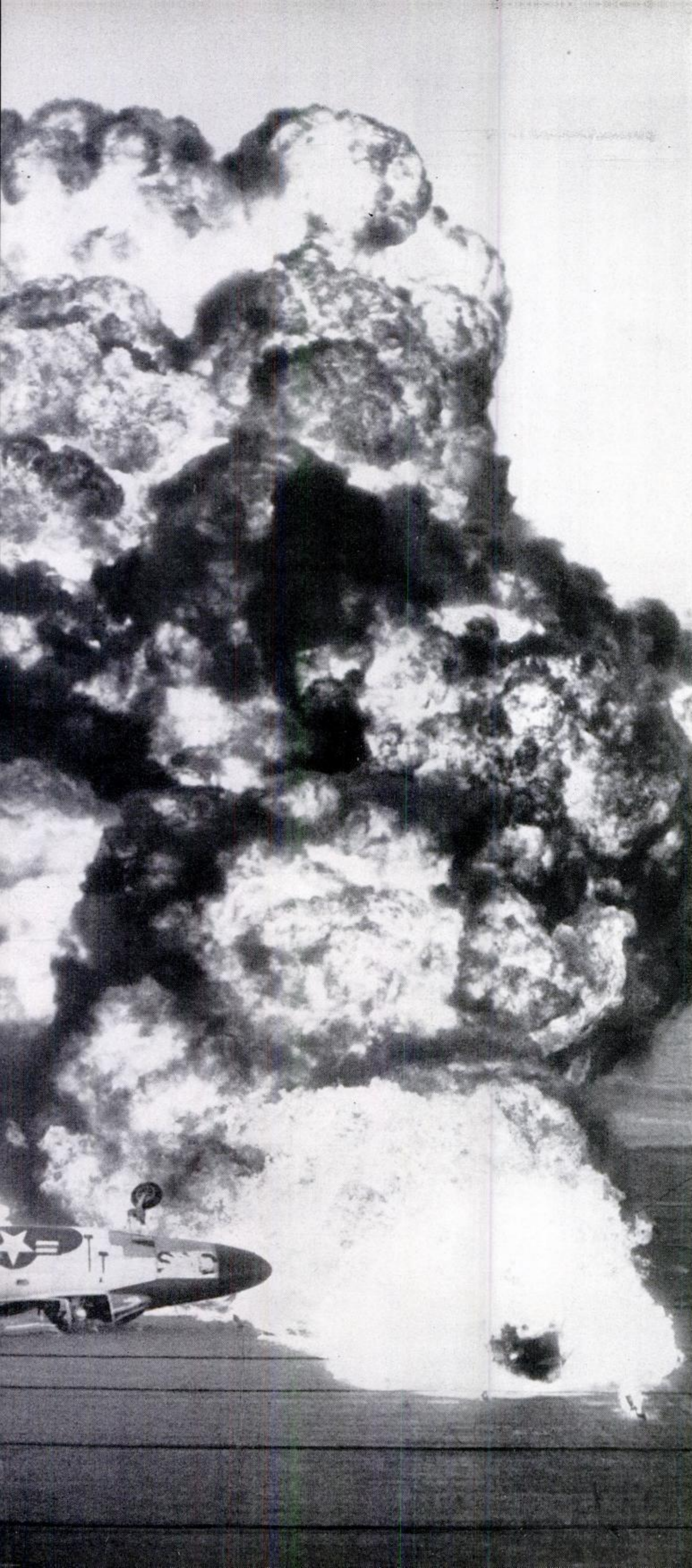
their charges. By now the spectators are used to the sight of the students diving over the barrier or scooting behind the *burladero* (lower right) which is marked with a bull's-eye so it can be spotted easily. But last week, as the bugler (top center) was blowing the end of

a round, the audience was astounded by the sight of a steer jumping over the barrier. Clearing a man hiding behind the *burladero*, the animal almost landed on the school's director, Delgado Beltran, who had taken refuge behind a spare bull's-eye. Unhurt, the steer was led off.





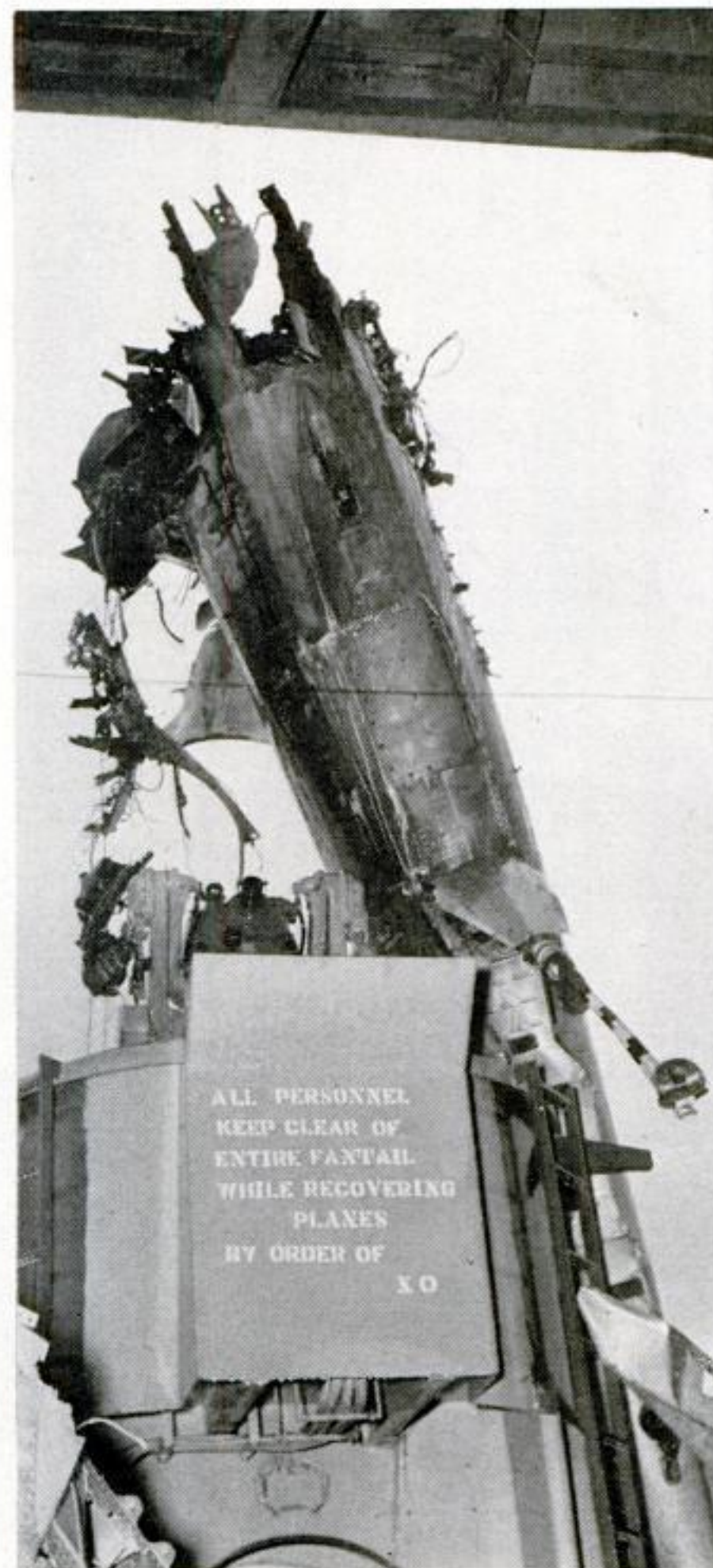




# BANSHEE BURNS ON CARRIER

**Pilot survives a landing crash**

A Banshee jet fighter returning from a routine flight over the Sea of Japan early last month was settling down at 90 mph on the attack carrier U.S.S. *Oriskany*, and a Navy photographer got set to take a sequence of pictures of a standard landing. Then some mechanical failure caused the plane to drop suddenly and the pilot to undershoot the flight deck. The underpart of the fighter's fuselage smacked against the after-edge of the deck, and the plane exploded. Its tail section, ripped off by the force of the crash, fell to another deck below. But the flaming fuselage careened along the flight deck on its nosewheel, leaving a spectacular trail of fire and billowing smoke. When it finally skidded to a halt and keeled over, the pilot, Lieutenant F. J. Repp of Waukegan, Ill., who is visible in Picture No. 5, crawled unhurt from the fiercely blazing wreckage. The 32-knot wind blowing across the deck as a result of the carrier's forward speed had swept back the flames and had given him time to get away.

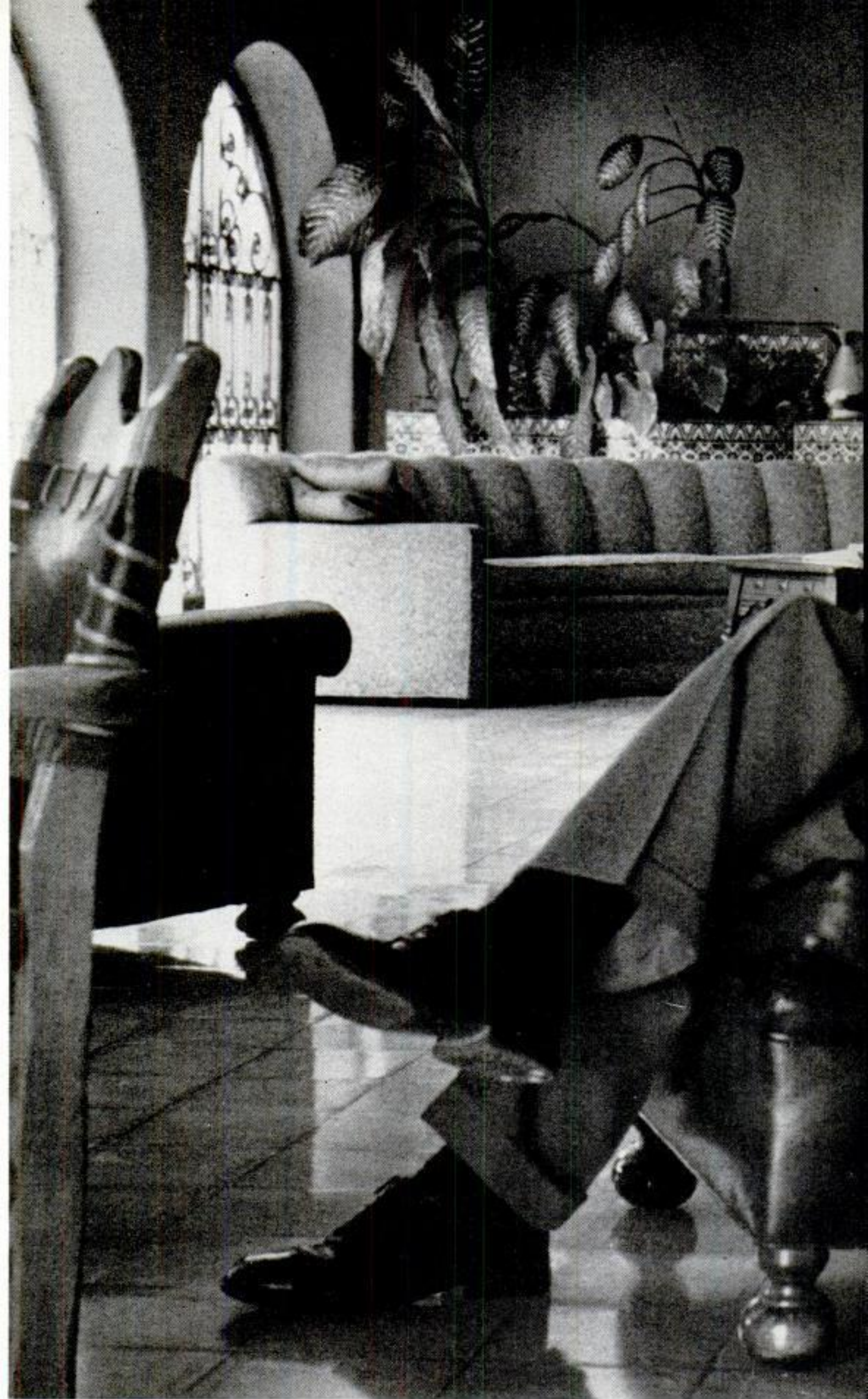


**TWISTED TAIL** of the fighter, which did not catch fire, rests against a gun control platform on the carrier's lower deck, where it landed next to a sign posted as a warning against possible crashes.

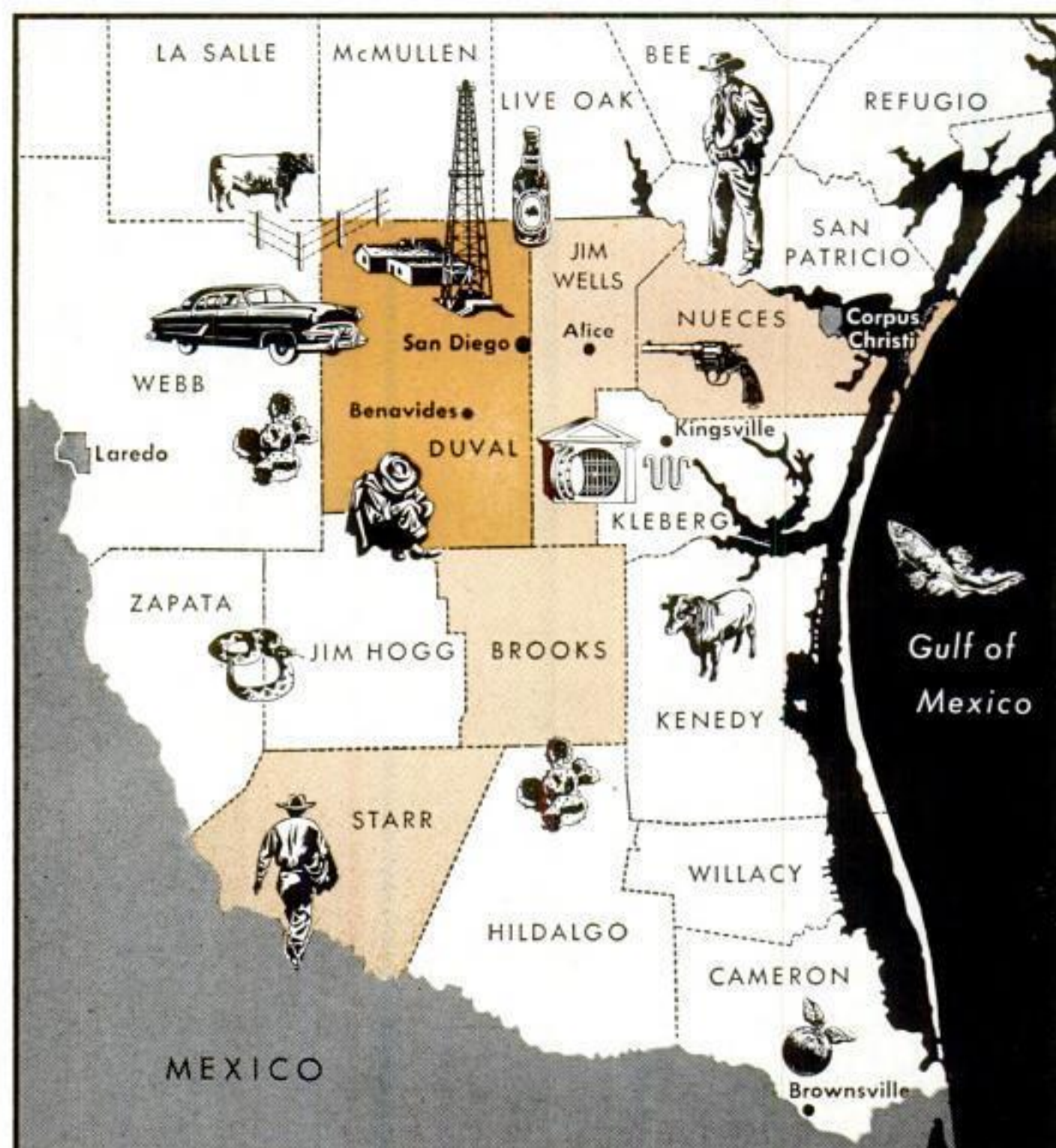




**GUN ON THE READY**, anti-Parr man James McDonald peeks out window at strange car. McDonald is running for sheriff's office now held by Parr's nephew.



**DUKE OF DUVAL** RESTS A MOMENT IN HIS TOWN MANSION IN SAN DIEGO.



**THE DUKE'S DOMAIN** includes five counties (shaded above) totaling 5,613 square miles. Control is strongest in Duval. Symbols represent Parr's interests.





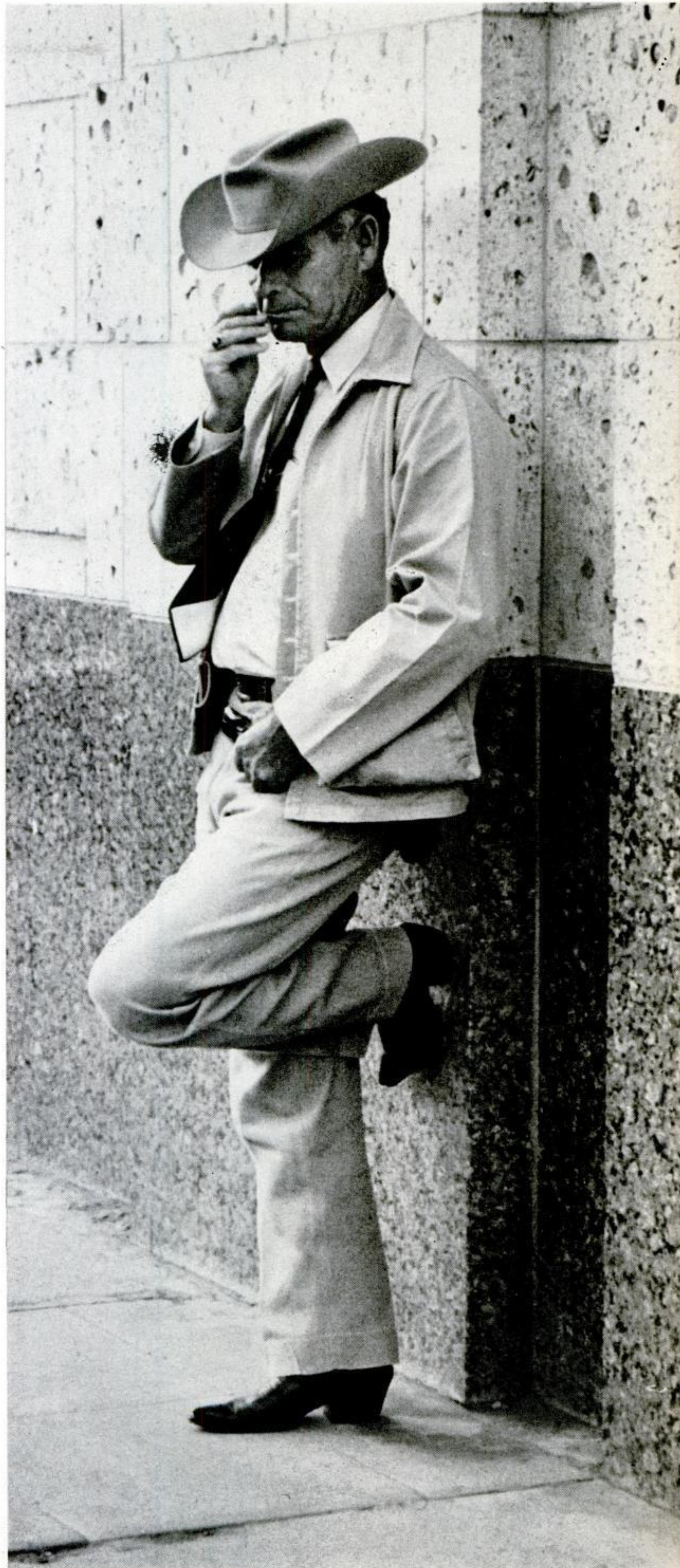
WHEN THINGS ARE QUIET HE GOES TO 57,000-ACRE LA SALLE COUNTY RANCH

# TRIGGERS AND TENSION IN A TEXAS DUKEDOM

The Parr autocracy is shaken after four decades

The mild-looking man in a business suit above, until recently a rarely photographed man indeed, is absolute ruler of one of the strangest political autocracies in the U.S. His name is George Parr, known otherwise as "The Duke of Duval." Last week a battle against his rule brought men out with carbines and six-shooters. Up and down his dukedom, which flings itself across south Texas between the Rio Grande and the Gulf, he owns oil wells, banks, an exclusive beer-distributing agency, even rival car dealerships. Most of all he owns the votes, 80% of which are Latin-American. Parr came by this rule from his father, a cowpoke who took the Mexicans' side in a gunfight with the "anglos" in 1911. After that he became their *cacique*, or patron, taking care of them and, at election time voting them, frequently at majorities of 100 to 1, for his own candidate.

For two years now everyone has known the battle would come. In 1952 Governor Shivers sent pistol-wielding Texas Rangers into the dukedom to protect members of a newly formed anti-Parr Freedom party. Then a half-dozen U.S. and state investigations of Parr's affairs were started. The state supreme court removed a Parr judge for official misconduct. Parr and the Rangers tangled, and in a confused mauling a Ranger drew blood when he boxed the duke's ear. And last week Parr, whom once no man dared challenge, was in court on a petty charge: illegally carrying a pistol.



TEXAS RANGER SENTRY, Walter Russell, stands guard outside Parr-owned bank in Alice to prevent removal of records, which were ordered held by court.





MURDER TRIAL QUOTE MARKS MASON'S GRAVE



**TWO KILLINGS**—Mason (grave, top) and Floyd (left)—were pinned on Parr men. Mario Sapet (center) was convicted of killing Floyd and Alaniz awaits trial.

## LAND OF MURDER AND THREATS

George Parr was once hauled in by the federal government for tax evasion and sent to jail. But locally he seemed immune from the law. In fact, a man was taking his life in his hands to lisp a word against the duke's rule. In 1949 a radio commentator named W. H. Mason criticized one of Parr's deputy sheriffs. Next day the deputy shot him dead. In 1952 Jacob S. Floyd Jr., mistaken for his father, an anti-Parr Freedom party leader, was shot to death with the help of another Parr deputy sheriff. The deputy was convicted of murder, and soon a Parr assistant county attorney named Nago Alaniz will go on trial for complicity in the killing.

This trial is just one pincers in the attack on Parr. In addition to the Rangers, at least six internal revenue agents, two U.S. postal inspectors and two Texas assistant attorney generals are now in the dukedom investigating Parr for everything from income tax evasion to mishandling school funds. Some school boards like San Diego's (right) have been cleared, but evidence of fraud has been found elsewhere.

Then Parr suffered a humiliating slap. A tortilla maker who belongs to the Freedom party accused Parr of threatening him. Parr was found guilty of carrying a pistol, and though all it cost him was a \$150 fine, this was the first time that a local jury ever went against the Duke of Duval.



SAN DIEGO SCHOOL BOARD GETS BACK RECORDS AFTER STATE AUDITORS



**ANTI-PARR WOMEN**, "United Mothers of Duval County," thank Governor Shivers for efforts to clean up county and give him letter on corrupt conditions.



**PRO-PARR WOMEN**, "Women Voters of Duval County," give Shivers petition protesting intervention. Parr broke with Shivers over political appointment.





HAD CHECKED FOR POSSIBLE MISUSE OF FUNDS



**SHERIFF PARR** of Duval, the duke's nephew Archer, testifies at trial, held in Jim Wells County.



**IN COURT** on pistol-carrying charge, defendant Parr (*far left*) waits stolidly as witnesses are sworn in. They include Ranger Captain Alfred Allee and complainant Marroquin (*third and fourth from left*).

**ON THE STAND** Parr denies he was carrying a pistol and shows court binoculars he says he was actually carrying, in order to see who was present at Freedom-party meeting held at Marroquin's home.







STANDING BY HIS SANDBAGGED HEADQUARTERS DURING LULL, COLONEL DE CASTRIES SCANS VALLEY



SOLDIER (ABOVE) PEERS UP OVER TRENCH WHILE ANOTHER (BELOW) CROUCHES NEAR SHELL BURST



PARATROOPERS LAND TO REPLACE THE WOUNDED

## VERDUN STAND IN VIETNAM

### Dienbienphu recalls 1916 battle

As the battle for Dienbienphu (LIFE, March 29) raged through its second week, the sight of sandbagged shelters, of men scampering for rocky trenches, of close-bursting shells kicking up dirty clouds of debris (*lower left*) was reminiscent of World War I. A Paris paper referred to this besieged basin, 175 miles west of Hanoi, as the "Verdun of Vietnam." These pictures of the heroic stand being made by 15,000 encircled French troops against some 40,000 Reds show just how much like Verdun the battle of Dienbienphu really is.

Commanding the French troops is a 51-year-old soldier of fortune, Colonel Christian de Castries (*upper left*). The colonel, who President Eisenhower says should be a general, is a sentimental as well as a very courageous man. He gave the nine heavily fortified strong-points at Dienbienphu names of girls who, his men understood, had been his old flames. Last week Gabrielle and Béatrice were in enemy hands. But to capture and keep them, while French planes showered down napalm and bombs and parachuted in reinforcements, the Reds suffered 6,000 casualties. It is estimated that to overrun the rest of Dienbienphu the Communists would have to sacrifice another 15,000 men. Only Red General Vo Nguyen Giap knew if the Reds were that anxious for a bargaining position at the Geneva conference.





A FRENCH SOLDIER CAUGHT ON OUTER PERIMETER BETWEEN RED ARTILLERY BURSTS LUNGES FORWARD OVER THE RUBBLY BATTLEFIELD TOWARD A TRENCH





WOUNDED AND EXHAUSTED, A FRENCH SOLDIER WAITS TO BE EVACUATED FROM FORT BY HELICOPTER

'Verdun' in Vietnam CONTINUED



A HELICOPTER COMES IN TO PICK UP WOUNDED

## THE WOUNDED AWAIT HELP FROM THE AIR

The French suffered 1,200 casualties, who had to be treated in a cramped underground aid station supplied with parachuted plasma and drugs. But by far the most ticklish problem for French medics was getting their wounded out. When the clearly marked hospital planes risked landings on the shell-pocked airstrip, they were fired on. Back home the French government lodged a protest with the Red Cross, while in Dienbienphu half the wounded were evacuated by a helicopter airlift. One copter suffered a direct hit last week and all wounded aboard were killed, along with the pilot.

The French urgently want more help from the U.S. Last week the U.S. Defense Department, which has kept a sharp eye on the bloody battle for Dienbienphu, announced it would soon send 25 more light bombers to Indochina.



EMERGENCY OPERATIONS ARE PERFORMED IN AN UNDERGROUND HOSPITAL



UNCONSCIOUS SOLDIER FROM DIENBIENPHU IS TAKEN OFF PLANE IN HANOI





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*Chef package!* The finest, quick-cooking spaghetti . . . ready to heat, tomato-rich sauce with tender mushroom pieces . . . and lots of tangy, grated cheese. A dream of a meal for 3—at only about 14¢ a serving.

# Quick tempting...tasty

## CHEF BOY-AR-DEE

### SPAGHETTI DINNER

with Mushroom Sauce or Meat Sauce







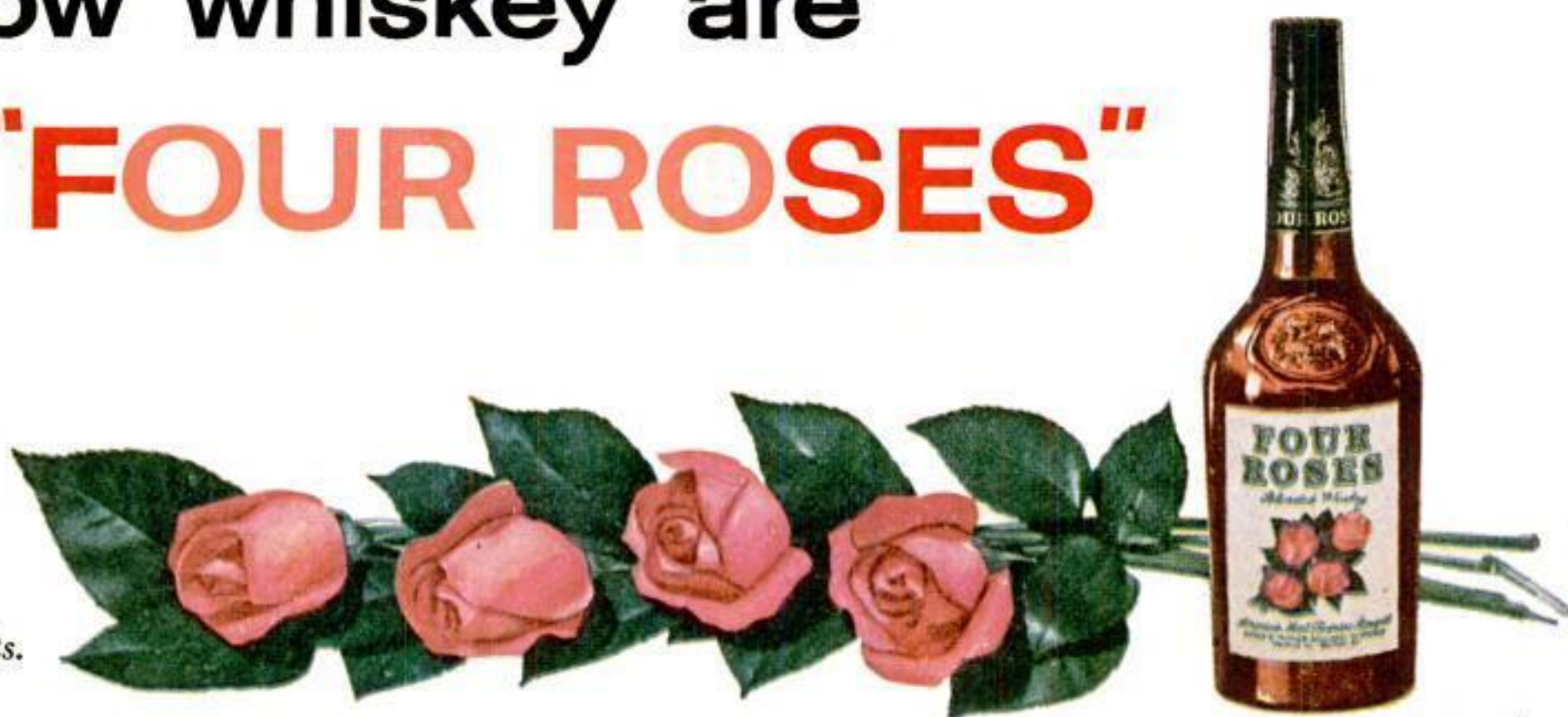
**Haven't you noticed?**

Men who know whiskey always name their brand when ordering a drink at a bar—just as they do when they buy a bottle in a store. And men who know whiskey are now saying

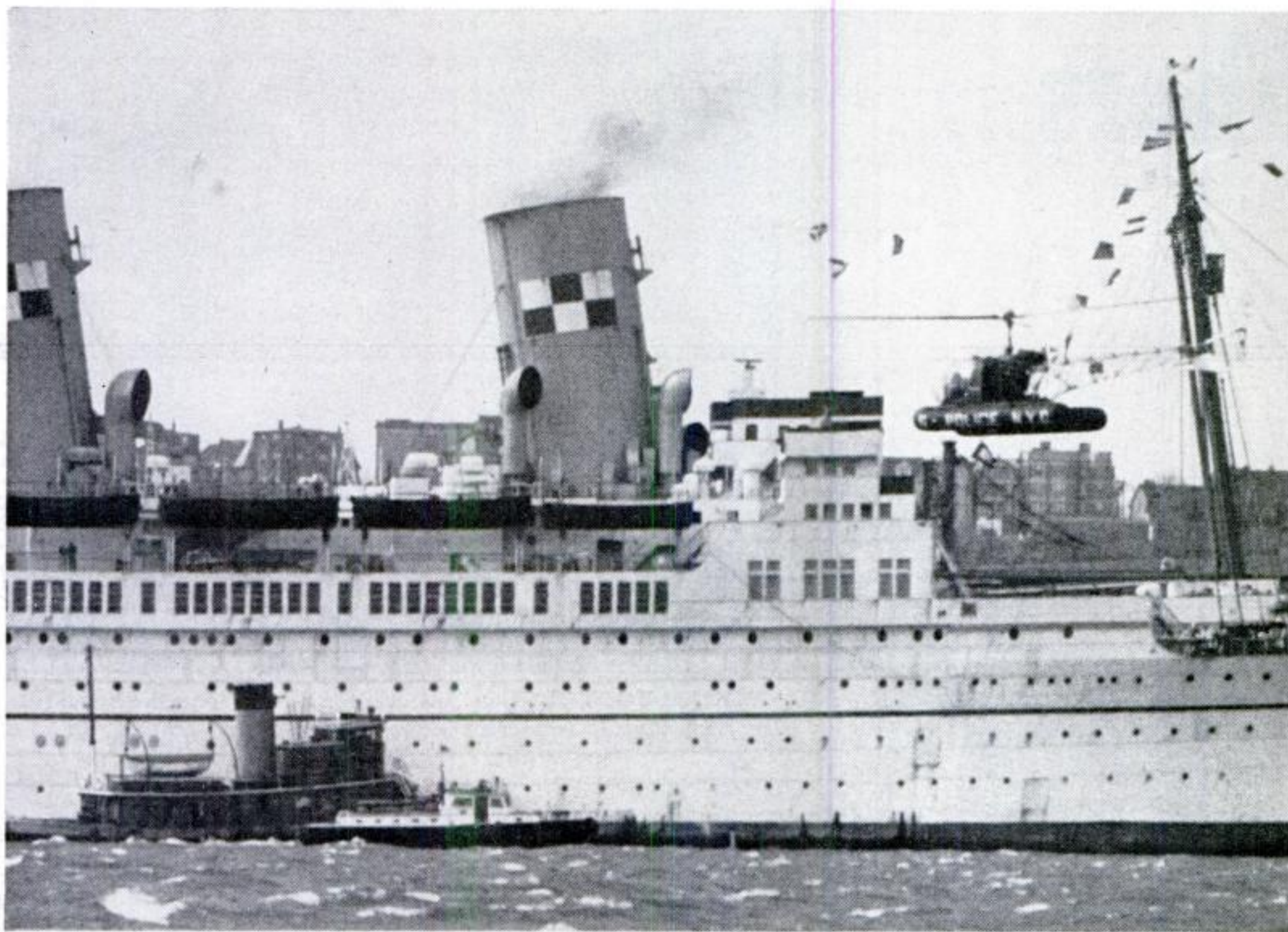
"Four Roses" . . . because the Four Roses being bottled today is the finest Four Roses ever. And, in our opinion, that makes it the finest whiskey you've ever enjoyed.

Men who know whiskey are  
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Frankfort Distillers Corp., N. Y. C.  
Blended whiskey. 86.8 proof. 60% grain neutral spirits.







THE TUGBOAT "THOMAS MESERK" HELPS "EMPRESS" UPSTREAM AS A POLICE LAUNCH AND HELICOPTER STAND BY

## SEAGOING PICKET LINE

**Tugs join longshoremen in New York strike and ditch liner in midstream**

As New York's wildcat waterfront tie-up went into its fourth week the discredited International Longshoremen's Association was losing ground to the new A. F. of L. longshoremen's union. Increasing numbers went through the picket lines to work ship cargoes. In desperation the I.L.A. called on its members who run New York's tugboats and who had heretofore held themselves aloof from the strike. When the tug crews complied, several large liners were left with no help in getting into port. The Canadian Pacific liner *Empress of Scotland* was shepherd-ed almost all the way in (*above*), but an I.L.A. launch

persuaded the tug to pull off at the last moment (*below*) and the liner spent the night out in the harbor. The next morning, after two unsuccessful passes, the tugless *Empress* finally made her berth unassisted.

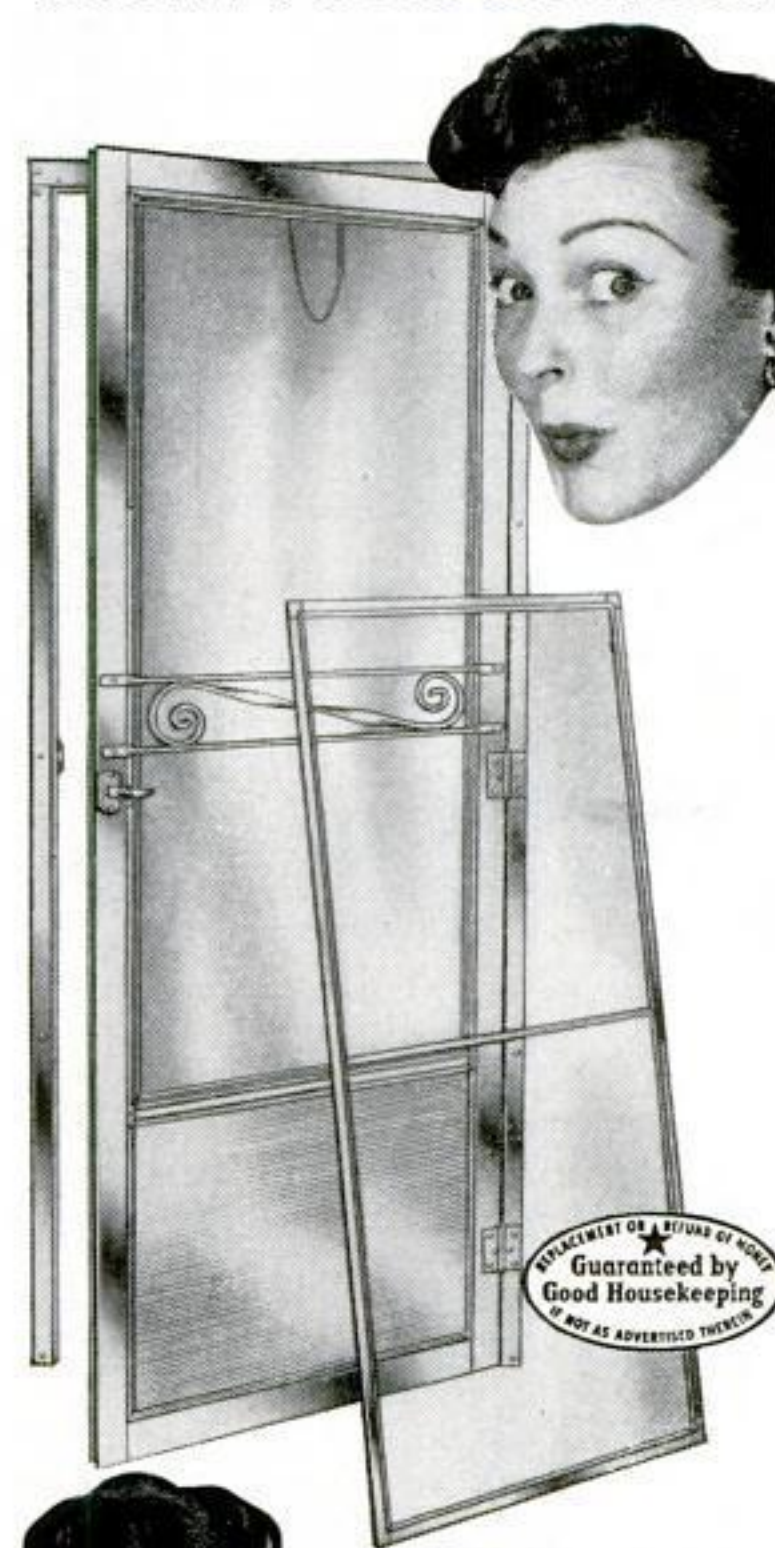
Whatever the strike's outcome, New York had already lost more than a quarter of a billion dollars in port business through shipping diverted to other cities (*next page*). The outcome itself was put in further doubt at the end of the week when the National Labor Relations Board, after a long study, indicated it would order a new election between the I.L.A. and the A. F. of L. union within the next month.



TUG DESERTS "EMPRESS" AFTER STRIKERS' LAUNCH (FOREGROUND) APPROACHES AND ASKS CREW TO LEAVE JOB

CONTINUED ON NEXT PAGE

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For the name of a nearby America Fore agent call Western Union by number, ask for operator 25.

For Peace of Mind insure with

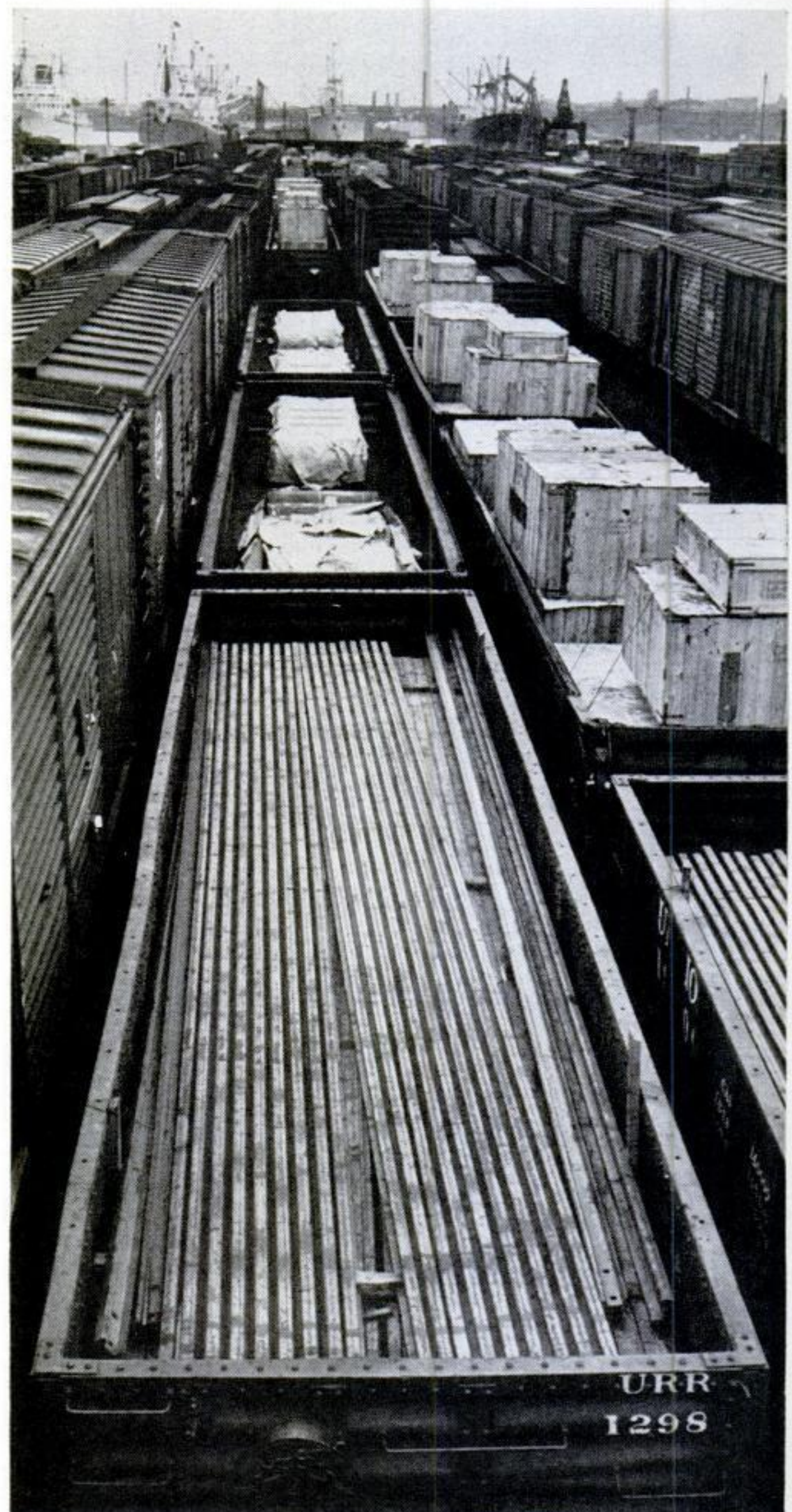
**America Fore**  
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- ★ American Eagle Fire Insurance Company
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## Seagoing Picket Line CONTINUED



**SEEKING TOOTHBRUSH**, Mrs. Charles Grothen goes through luggage on *Empress* after ship turned back, forcing her to spend another night aboard.



**BALTIMORE BOOMS** with rail freight traffic tripled through the diversion of shipping from New York harbor. Above, freight waits for incoming ships.



# NOW! 3 Great Exclusive Features in One Sensational Girdle!



**1. Only Playtex** gives you the fabulous fit and control of latex, without a seam, stitch, stay, or bone!



**2. Only Playtex** gives you adjustable latex garters that let you stand, sit, stoop, or stretch in complete freedom!



**3. Only Playtex** gives you a fabric lining like *this*—cloud-soft and cloud-comfortable!

*Playtex*® **FABRIC LINED  
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with **4** durably reinforced adjustable garters

No other girdles like them! Smooth latex with cloud-soft fabric lining, these sensational Playtex girdles are invisible under the slimmest clothes, and they have the world's only adjustable latex garters that give custom fit with a touch!

Enjoy these great exclusives in Playtex Fabric Lined Girdles. Discover the fabulous fit, the fabulous freedom only Playtex can give you. The comfort of that fabric lining. The 4 adjustable garters so firm yet so flexible that stockings are held with just the right tension whether you stand, sit, stoop or stretch!

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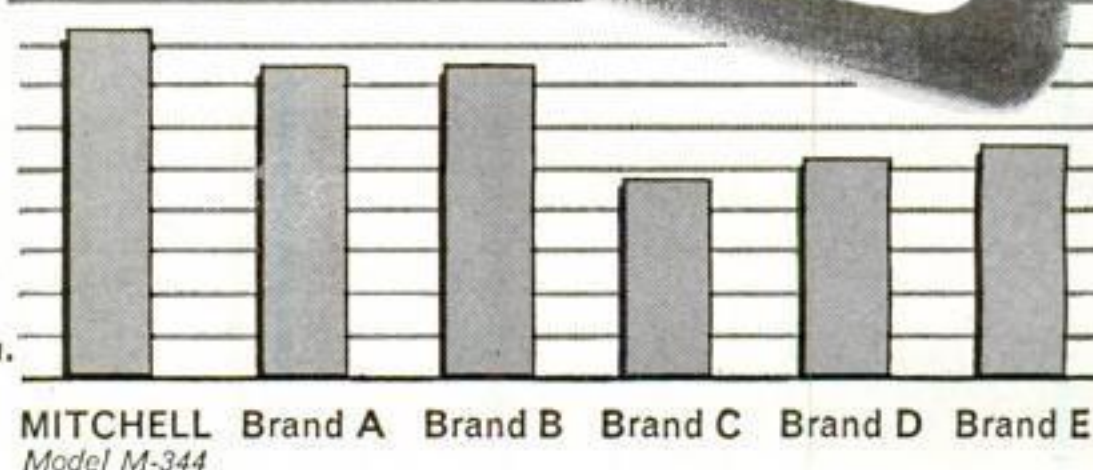
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## HISTORIC PHOTO SHOWS PANDEMONIUM IN HOUSE

The historic color photograph above was made two minutes after Puerto Rican terrorists shot up the House of Representatives on March 1. The time exposure was taken from the Ladies Gallery only 10 feet from where the terrorists stood. The blurs show the excited movements by the congressmen after the rain of bullets from above. At the moment of the picture the terrorists are being captured in the corridors. Representative Bentley, most seriously

wounded of five wounded congressmen, lies on the floor at lower center, obscured by congressmen bending over him. Representative Jensen, a bullet in his back, has staggered out at lower right. Representative Fallon has been carried up aisle at center. Representatives Roberts and Davis up the next aisle over. These aisles are now filled with milling congressmen. Over the tableau of pandemonium, Speaker Martin (*far right, on rostrum*) bangs gavel for order.



Another Pillsbury exclusive...and easier than a Biscuit Mix!

# New Pillsbury Buttermilk Biscuits



**Hot Biscuits that come to dinner  
in just 9 minutes!**

Ten unbaked buttermilk biscuits in a can.  
No mixing, no rolling, no cutting. No messy  
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...in just 9 minutes. And oh, that old time,  
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**All you do is bake 'em...  
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Get two or three cans today!





# LIFE ON THE NEWSFRONTS OF THE WORLD

## Frightening details pile up after big bomb test, kids crack a mint, Rita snoots hootchy-kootch

Each day last week as news kept filtering in from the Pacific, Washington officials grew more astounded and more gravely concerned about the tragically underestimated March 1 bomb test ("First Casualties of the H-Bomb," LIFE, March 29). Watching a film of the explosion, high Administration figures heard the sound-tracked voice of the official observer become distorted with surprise and fear at what he saw.

The big blast, rated at 15 megatons (a megaton is a million tons of TNT, Hiroshima was 1/50 of a megaton), now seems to have been a new kind of bomb using lithium hydride, a compound of lithium and hydrogen. It has long been known that lithium and ordinary hydrogen heated to millions of degrees would combine in a fusion reaction as powerful as the fusion of the heavier hydrogens, deuterium and tritium. Older A-bombs could not produce the temperatures required for such a lithium hydride reaction. But the newest plutonium or U-235 weapons were recently described by President Eisenhower as delivering half a megaton of explosive force. These weapons, with improved detonating mechanisms and souped up with a booster charge of tritium and deuterium, could produce the extreme temperatures necessary for a lithium blast.

Lithium is more plentiful, far cheaper than the tritium needed for maximum strength H-bombs. There is little doubt lithium hydride can be used to make bombs that will dwarf even the March 1 shot. Said one key Administration leader, "I think this means the end of war. These things now really are too horrible for man to drop on man."

Former Vice President Alben W. Barkley, now 76, changed his mind about permanent political retirement. In response to "urgent requests from the people of Kentucky," he announced, he would run for senator next fall. The Veep, beaten just once (Democratic nomination for Kentucky governor in 1923) in a political career which began in 1905, probably will face John Sherman Cooper, only Kentucky Republican elected senator since the mid-1920s.

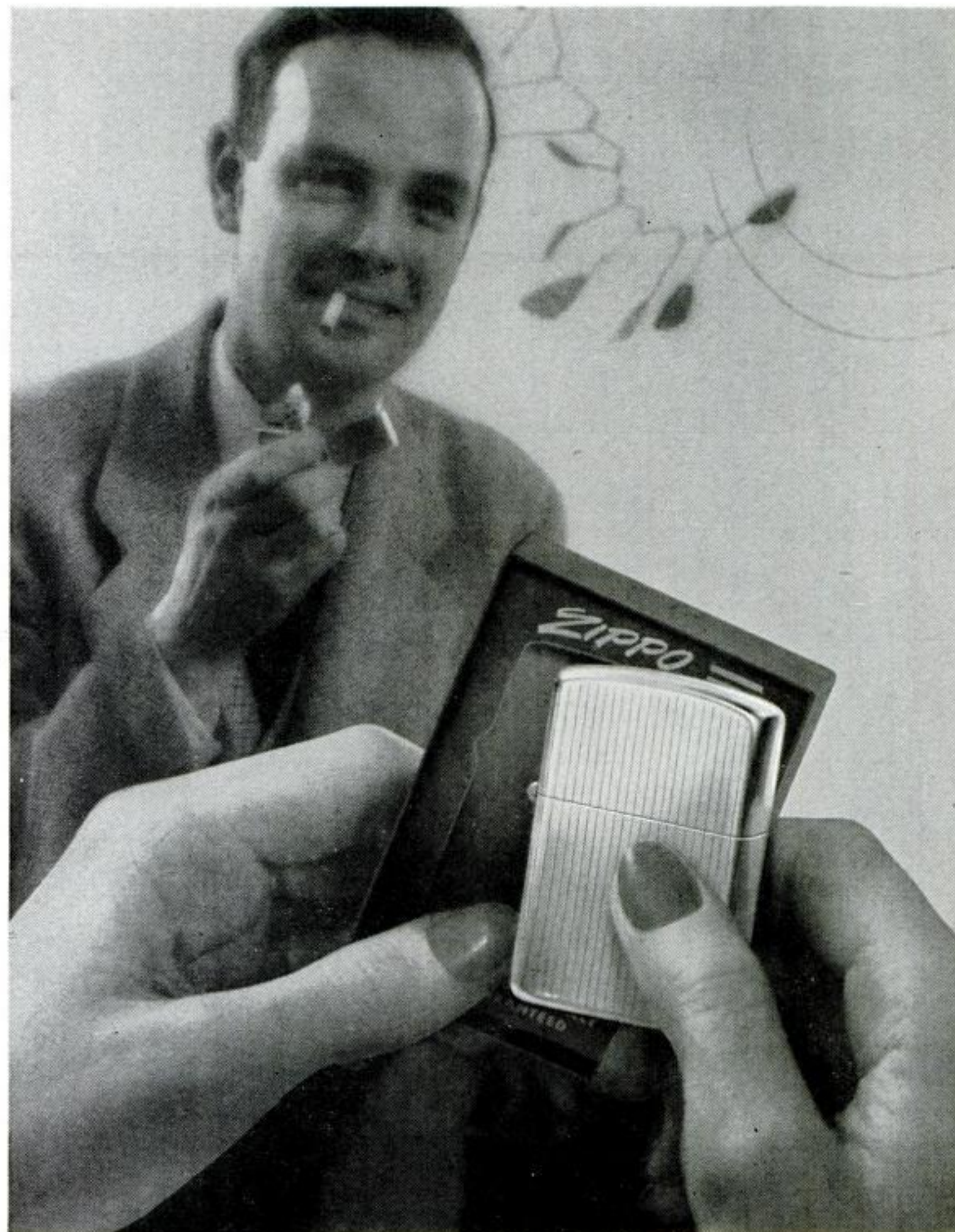


FAINTING GUARD ROUTINE FOLLOWS THE QUEEN TO AUSTRALIA

The fainting guardsman at Trooping the Colour has long been a stock British scene. Now the fainting habit is spreading. In North Australia, Queen Elizabeth was greeted by another kind of guard—pearl fishermen from the Torres Strait. As the natives stiffened in tropical heat for the queen, one wilted, passed out cold, as realistically as if he were smothered in a bearskin at Horse Guards Parade in London.

CONTINUED ON NEXT PAGE

She's just been surprised with a distinctive engine-turned Zippo, its quiet, tasteful design delicately executed on high-polish chrome. \$5.75. Men and women both cherish this model. Other beautiful Zippos \$3.50 to \$210, tax included.



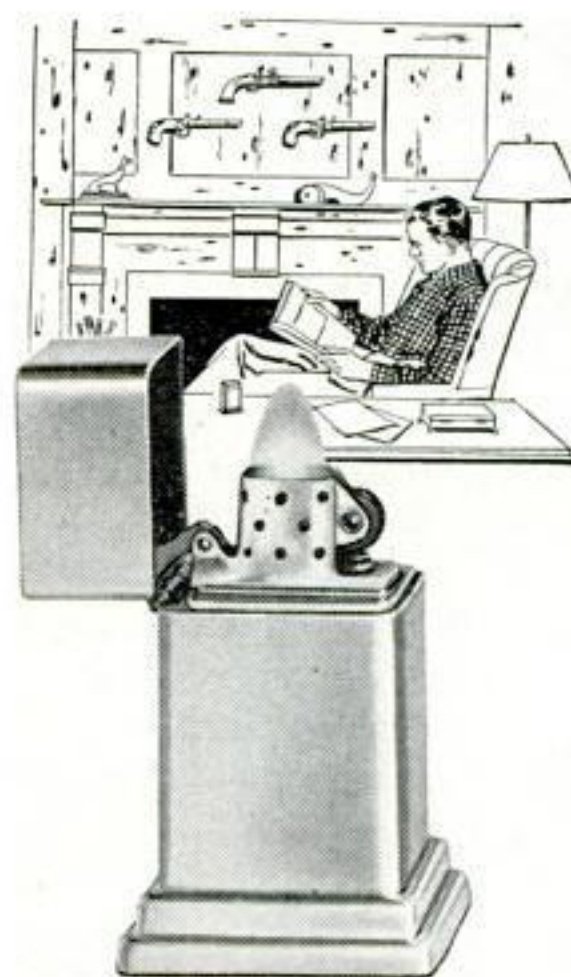
## Give ZIPPO—a beauty built to light forever

The distinction of a Zippo lighter is beyond price. Beneath its beauty, Zippo is so superbly built that it comes with this unqualified pledge:

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This magnificent new Zippo Barcroft table lighter is a rich, impressive gift for the executive's desk, or his game room at home. Traditional Zippo quality in satin-finish chrome—a masterpiece of clean-cut modern design. Huge fuel capacity.

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New England's farmer-poet Robert Frost celebrated his 80th birthday a day early with 80 distinguished leaders of various callings—including a few poets—at a dinner in the Waldorf-Astoria. Asked why he wrote poems, he explained, "I write 'em to see if I can make 'em sound different from each other." When a reporter who was interviewing him before the dinner asked him to name America's best poet, he modestly replied, "You name him." "Well," said the ungracious journalist, "Joyce Kilmer." Frost, somewhat startled, could merely reply, "Oh."



ROBERT FROST AT 80

### Haymes must go

Crooner Dick Haymes was ordered deported to his native Argentina by the U.S. Immigration Service. Officials said that because he claimed military exemption as a neutral alien during World War II, he had left himself open for "exclusion" under the McCarran-Walter Act by rushing to Honolulu last May in pursuit of Rita Hayworth, his present wife. Haymes said no one had warned him he might be excluded from the country for leaving it, and that after asking exemption he had been rejected twice for high blood pressure. As he arrived in Washington to appeal the order and also get an Argentine passport, his lawyer charged that unnamed persons in the movie industry were causing the Haymes's troubles. In New York, Miss Hayworth, reportedly anxious to leave Hollywood and make films abroad, said, "They want me to go back and do that hootchy-kooch. Never. Never."



MRS. JON LINDBERGH

Jon Morrow Lindbergh, 21-year-old son of Charles A. Lindbergh—who was recently made an Air Force brigadier general—married Barbara Robbins, a 21-year-old girl from Evanston, Ill. Both will graduate in June from Stanford University, Palo Alto, Calif., where Jon, a veteran of mountain-climbing expeditions, scientific explorations and underwater adventures (LIFE, Oct. 27, 1952, May 25 and Dec. 14, 1953) has been roughing it in a tent pitched seven miles away from the campus.

### Justice on the canal

Supreme Court Justice William O. Douglas strode into Washington after a 189-mile, eight-day "stroll" along the wooded banks of the defunct Chesapeake and Ohio Canal in an effort to convince newspaper editorial writers that the canal was far too lovely to be defiled by a proposed scenic highway. Behind him straggled only nine out of the 40 newspapermen and others who had started with Douglas at Cumberland, Md. The Justice, an experienced outdoorsman and mountaineer, told tall tales, identified birds, snapped pictures (below) and walked every step of the grueling safari in subfreezing weather. At the end of the long trail the editorial writers, who took to cars at times when their feet blistered, suggested some sort of compromise plan might save the scenery and provide for a highway too.



JUSTICE DOUGLAS TOOK THIS SHOT OF HIS HARDY BAND

CONTINUED ON PAGE 50



## Feed your dog like this Dash-fed champion!

Champion Harbor Vales Adaler—alert and eager for play—displays the lovable traits which make his breed so popular. To help maintain his fine condition and gentle disposition, this champion is Dash-fed. Your dog, too, deserves Dash. It's fortified with liver—the richest of all meats in protein, vitamins and minerals. And these essential nutrients are balanced with the proper amounts of carbohydrates and natural fats to make it the *complete* food for your dog. For a healthier—a happier dog... be sure your dog is Dash-fed, too! Dash is prepared under U.S. Department of Agriculture supervision.

# Dash is fortified with LIVER!

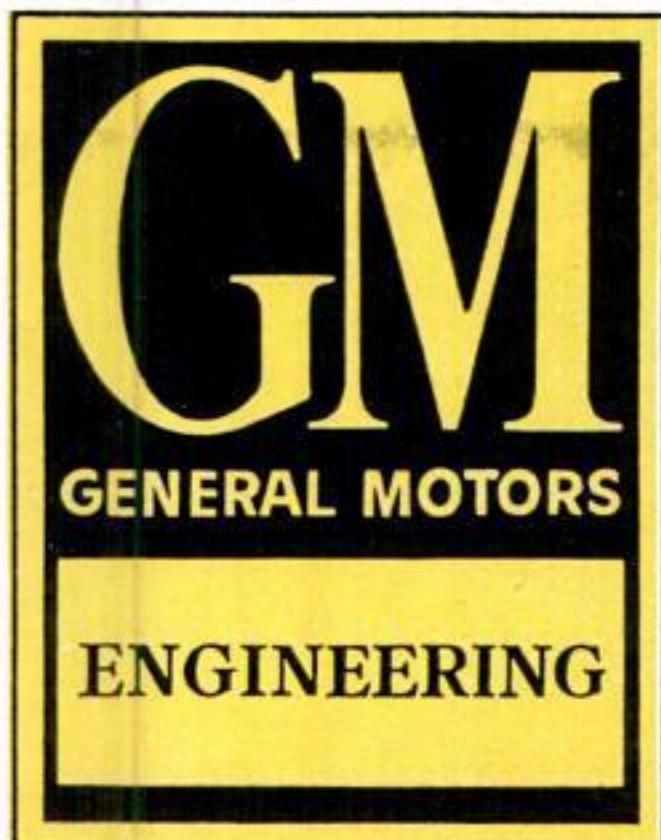
CONTAINS CHLOROPHYLLIN—Stops Doggy Odors



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*First!*

Here's the scientific approach to safer night driving—the new Autronic-Eye! Developed by General Motors after years of electronic research, this amazing device handles the entire job of headlight control with scientific certainty and precision. Like this: When an oncoming car approaches you on the highway at night, your Autronic-Eye *automatically* switches your headlights to dim. It holds them there until all traffic is past. Then your lights return to bright—*automatically!* You'll find this new safety "first" featured on the new Cadillac, Oldsmobile, Pontiac and Chevrolet for 1954. Ask your dealer for an Autronic-Eye demonstration\* today!

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\*MODEL "B" SHOWN ABOVE.



*Guide*

**FOR SAFER NIGHT DRIVING**



## A left-handed compliment

Most people—right or left-handed—wear their watches on their left wrists. Why? Because most watches are made that way! But not the new Hamiltons. Some of them—such as those shown below—are available *either* way. At last, if you're left-handed, you can wear your Hamilton watch on your right wrist . . . have added protection and greater convenience:

*It means  
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RODNEY—with strap, \$71.50. HOLLY—with bracelet, \$63.25; with cord, \$57.75.



Write for free color folder of 1954 styles to Dept. L-3, Hamilton Watch Company, Lancaster, Pa.  
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## NEWSFRONTS CONTINUED

Pvt. G. David Schine, eye of a storm between Senator McCarthy and the Army, was graduated from an MP school at Camp Gordon, Ga. Pending reconsideration of his application—turned down in February—to be an Army criminal investigator, he was assigned to a photography darkroom and other "casual labor."

### 'Calamitous' mambo

Newly elected President Ramon Mag-saysay of the Philippines complained to his cabinet last week that it was tough enough under ordinary circumstances to encourage government employees to work harder, but a mambo-dancing craze in Manila was currently making it almost impossible. He cited one provincial government engineer, normally a calm waltz-and-foxtrotter, who now comes into town and dances so hard for hours and hours that "he can't do any work at all." The energetic president, who had been no wall-flower himself during his boisterous election campaign last fall, said exasperatedly, "This mambo should be declared a national calamity."



MAGSAYSAY DOING MAMBO

With "the greatest reluctance" the White House announced the departure of an early Eisenhower appointee, Budget Director Joseph Dodge, who started work three weeks after the 1952 election by surveying Democratic spending. Dodge said he had planned to quit soon after the first complete administration budget went to Congress last January. He returns to his post as chairman of The Detroit Bank.

### The great mint robbery

Officials of the U.S. mint in Denver admitted that the coinmaking works had been robbed—by a gang of junior high school students. The students made their haul by jiggling storage containers and filling their pockets while on an official tour of the mint. Their take: about \$15, not in stamped coins but in perfectly sized nickel and dime blanks which the youngsters promptly put into pinball machines, phones and bottled-drink dispensers. All blanks were soon recovered and the pilferers punished, but officials were still chagrined. Their heavily guarded mint, which has turned out billions in U.S. coins since it was built in 1906, had never been robbed before.



STEVENSON AND SON LEAVE ADMISSIONS OFFICE

Adlai E. Stevenson, visiting New Jersey to make a speech and to enroll his son John Fell for the fall classes in his alma mater, Princeton, was asked by reporters what he thought of political opponents' using the term "egghead." "That is a sign of an unreasoning wave of anti-intellectualism," ad-libbed Adlai. Then he added, "But I would have only this to say, 'Eggheads of the world, unite—you have nothing to lose but your yolks.'"





*fashion mates* ✱  
*for your new costumes*



*and fitting mates for your feet*



Pumps for suits and pumps dressed up, cushioned and flexible—soft toe box or open toe, open-look straps and flattering ties . . . pick from this bounty of new Spring fashion. Be fitted to the shoe that *feels* made just for you . . . *looks* made for your costumes. See them all at your nearest store carrying the new ENNA JETTICKS.

\$9<sup>95</sup> and \$10<sup>95</sup>

ENNA JETTICK SHOES, INC., Auburn, N. Y.

the new  
**Enna Jetticks**

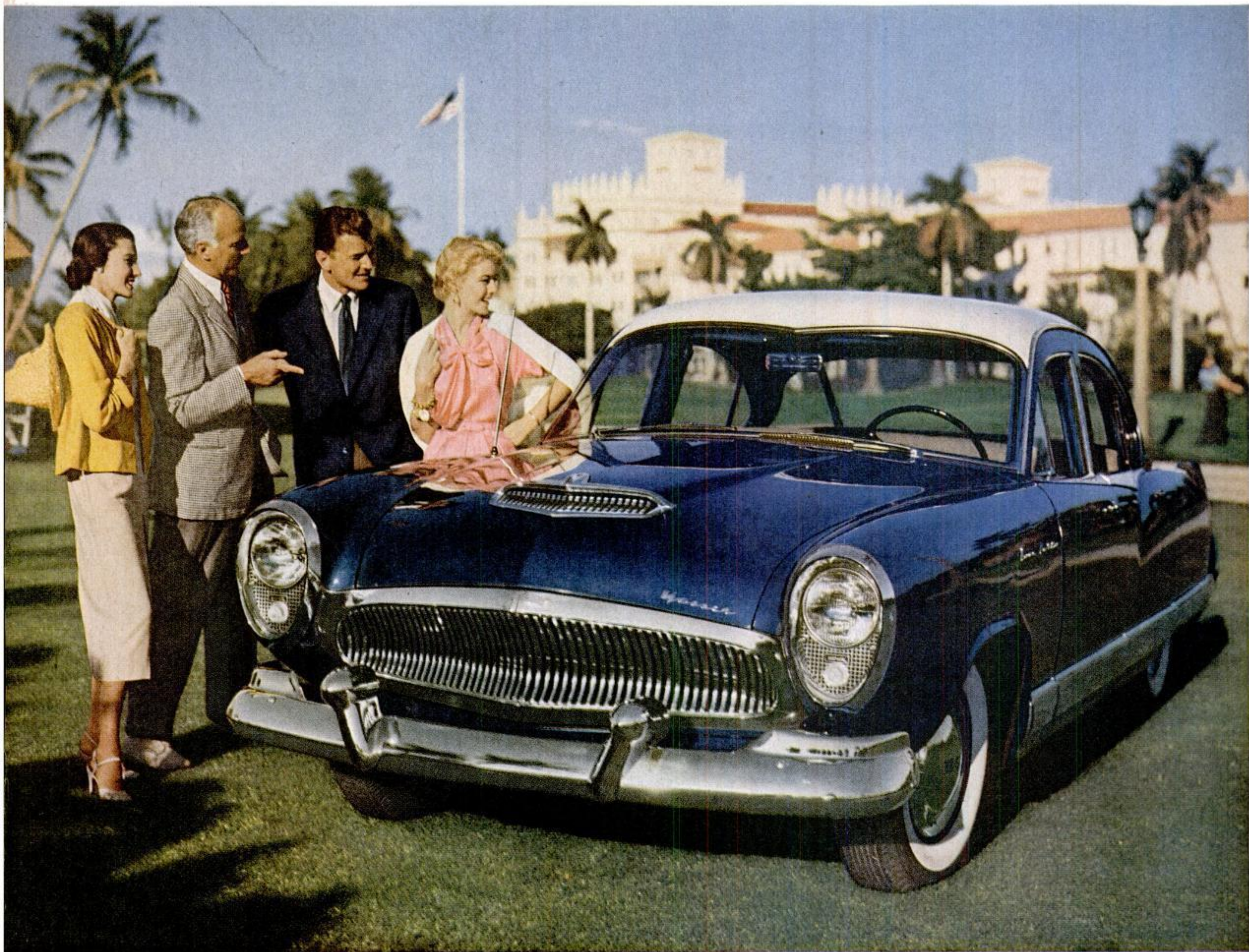
®

See your local newspaper on March 30th, 31st, April 1st, 2nd, 3rd, 4th or 5th for advertisements of stores carrying the new ENNA JETTICKS



*Super-powered*

# New '54 Kaiser



*See the big change in beauty...*

Lowell Thomas, the Voice of Kaiser-Willys.  
Hear "Lowell Thomas and the News"  
every weekday night, CBS Radio Network.



When you see the beautiful new '54 Kaiser, you'll be just as surprised at all the newness... all the changes—as Lowell Thomas.

For here's a sample of what you'll see:

**Big change in power!** Kaiser's revolutionary new Super-power Engine actually gives you "power-on-demand". It is like 2 engines in 1... a thrifty low-displacement engine for economical cruising, plus breath-taking Super-power for the fastest acceleration you ever felt. At normal speeds you don't use this extra horsepower and you don't pay for it—in gasoline or extra weight. But when you need a flashing spurt for safer passing or hill-climbing, you get it *on demand!*

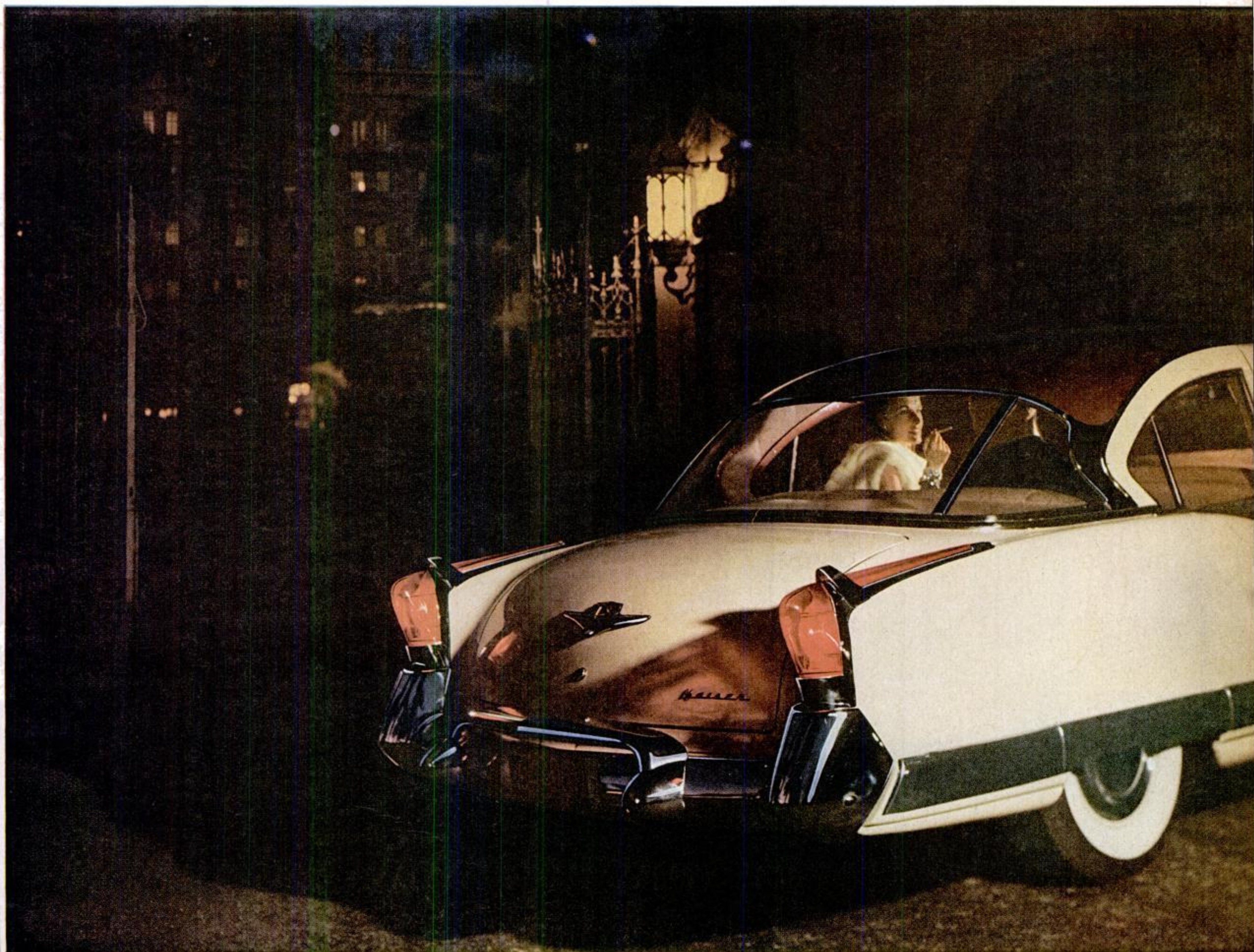
**Big change in styling!** In front, new French style headlights, new slope-away hood,





*Lowell Thomas calls it...*

*"The new car with the big change!"*



PHOTOGRAPHED IN NATURAL COLOR AT THE BOCA RATON HOTEL AND CLUB, FLORIDA.

*feel the big change in power*

new jet-scoop grille. In back, new Safety-Glo rear fender lights, huge wrap-around rear window. Inside, new color-styled luxury vinyls and fabrics, a dramatic new Steering Turret instrument panel — all surrounded by the largest glass area of any standard American sedan.

**Big change in value!** Vast new resources for engineering and manufacturing now give you quality, workmanship and value that makes your investment in the Kaiser better than ever! It's a great new car from the great new Kaiser-Willys combination.

**No wonder** so many smart motorists are already switching over to Kaiser—for the big change in *driving pleasure, driving safety, and driving economy* that only Kaiser offers! See your Kaiser dealer today!

*Plus Power Steering, Dual-Range Hydra-Matic, optional at extra cost.*

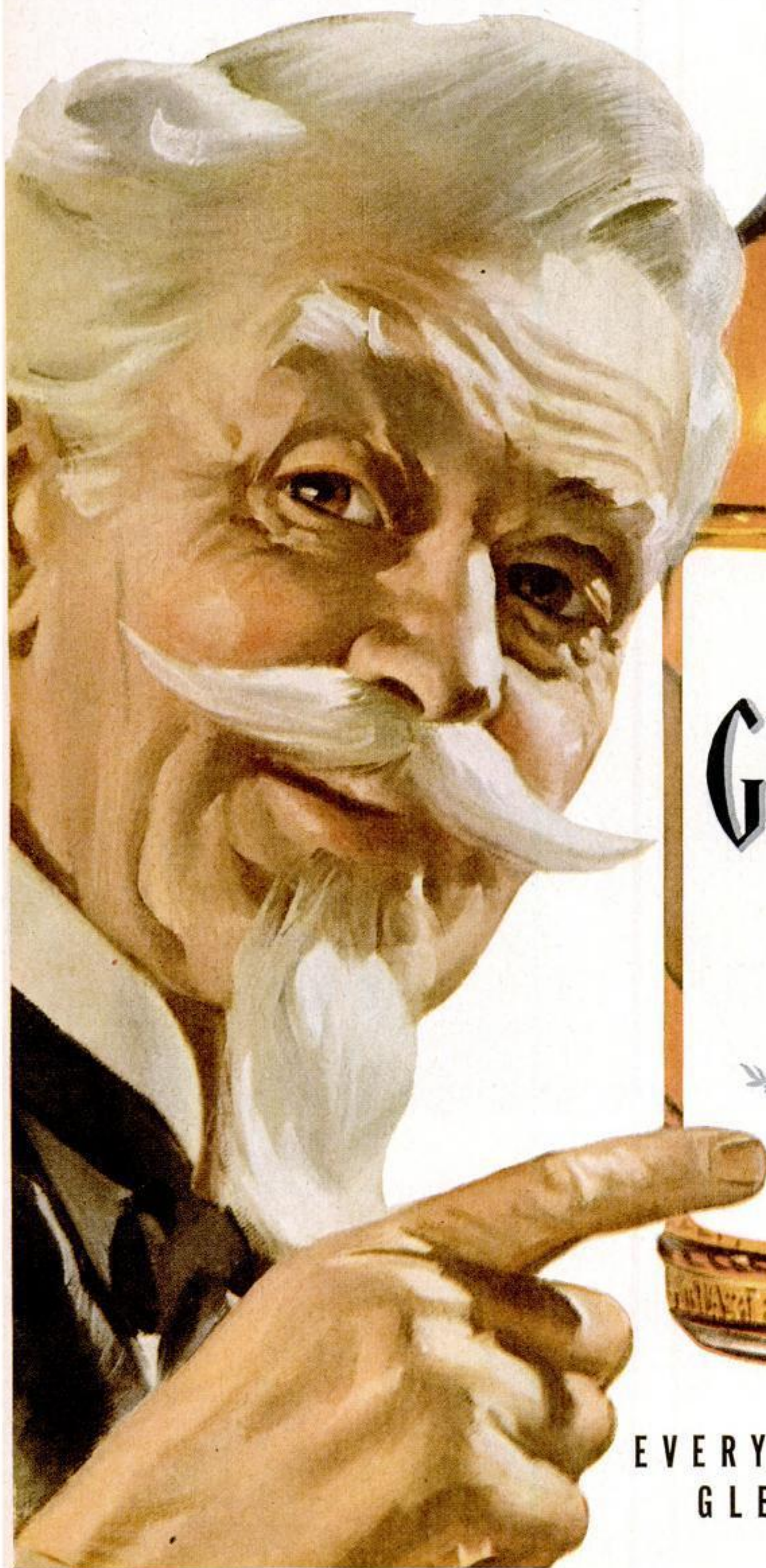
*Drive the new*

**'54 Kaiser**

*with Power-on-demand*



# WHO MAKES THE WHISKEY YOU BUY?



- *Was the whiskey bought elsewhere by the distillery that bottled it?*
- *Where was it made?*
- *What am I really getting for my money?*

You should ask yourself these frank questions if the word *Distilled* is missing and the label reads *Bottled for* or *Bottled by*. Every drop of Glenmore is distilled and bottled by us *only*! We do not buy whiskey to bottle it under the Glenmore label.

You know what you're getting when you buy Glenmore. You know you are getting a uniform product of one of the oldest, most respected distilleries in Kentucky.

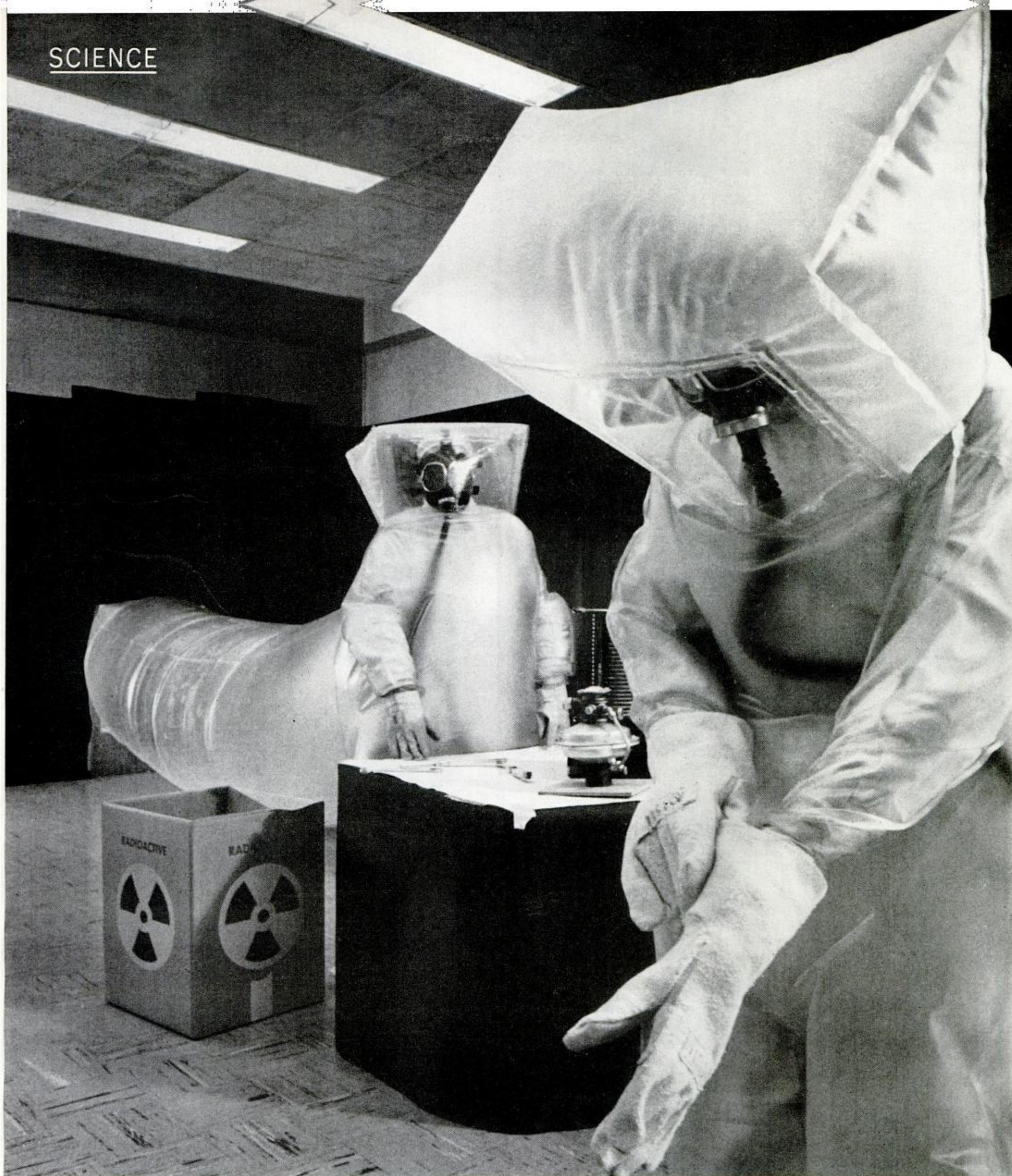
So look for the words *Distilled and Bottled by* and when you see the name *Glenmore* as well, you know you're buying the best.

**LOOK FOR**  
*Distilled and Bottled by*  
**ON THE LABEL**

Available in  
86 or 90 Proof

EVERY DROP DISTILLED AND BOTTLED BY  
GLENMORE DISTILLERIES COMPANY  
LOUISVILLE, KENTUCKY





TECHNICIANS IN LONG-TAILED PROTECTIVE GARB START TO REPAIR ATOMIC PLANT PRESSURE VALVE. ASBESTOS OUTER GLOVES ARE PUT ON FOR WELDING

## 'HOMER'S HIDEOUS HALLUCINATION'

**A new suit of thin, flexible material keeps radioactive dust from contaminating atomic workers**

Most of the work in atomic plants is done by machines so that men will not be exposed to deadly radiation. But to do certain delicate repair jobs in those zones where radioactive dust is the only danger, men have to walk right into badly contaminated rooms. Up to now they have had to wear bulky clothing which had to be buried after one use, made working awkward and gave only uncertain protection, sometimes requiring the wearer to undergo decontamination scrubbing that hurt his skin.

Now a new airtight, paper-thin suit has been devised which gives a

worker more freedom to move about and more protection against plutonium dust. Designed by Homer Moulthrop of the AEC-General Electric Hanford plutonium plant at Richland, Wash., it is made of polyethylene plastic which keeps the deadly dust off the worker's skin and out of his lungs. With Moulthrop's new suit, which his friends call "Homer's Hideous Hallucination," a technician simply dons ordinary coveralls, straps on a face mask through which he gets fresh air, and crawls into the suit along its long tunnel-like tail which opens into an adjoining room (p. 58).



# Housecleaning Sale!

**EKCO Double Header**

**MINUTE MOP**

**LIMITED TIME ONLY \$3.95** Regular Price \$4.95

There is no other mop like the Ekco Double Header Minute Mop, yet for a very limited time you can get this fabulous mop for only \$3.95! Look at all the features Ekco's Minute Mop has. Compare it with the mop you have! Then get a Minute Mop while this big Housecleaning Sale lasts! Buy one for yourself! Buy several for gifts! Save \$1.00 on every purchase!

## DOUBLE SIZE!

The Ekco Minute Mop is twice the size of ordinary cellulose sponge mops. It lasts twice as long, too, because the mop head is reversible. And double Cushion-Bumpers front and back protect your woodwork and furniture from scarring and scratching.

## DOUBLE FAST!

The Ekco Double Header Minute Mop absorbs more than twice the water, covers twice the mopping surface. Actually sponges dirt away with no hard scrubbing!

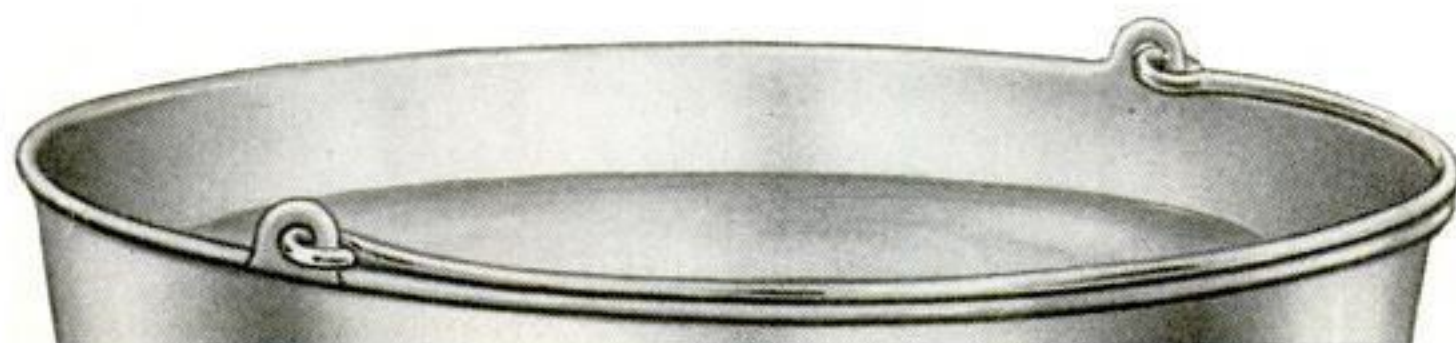
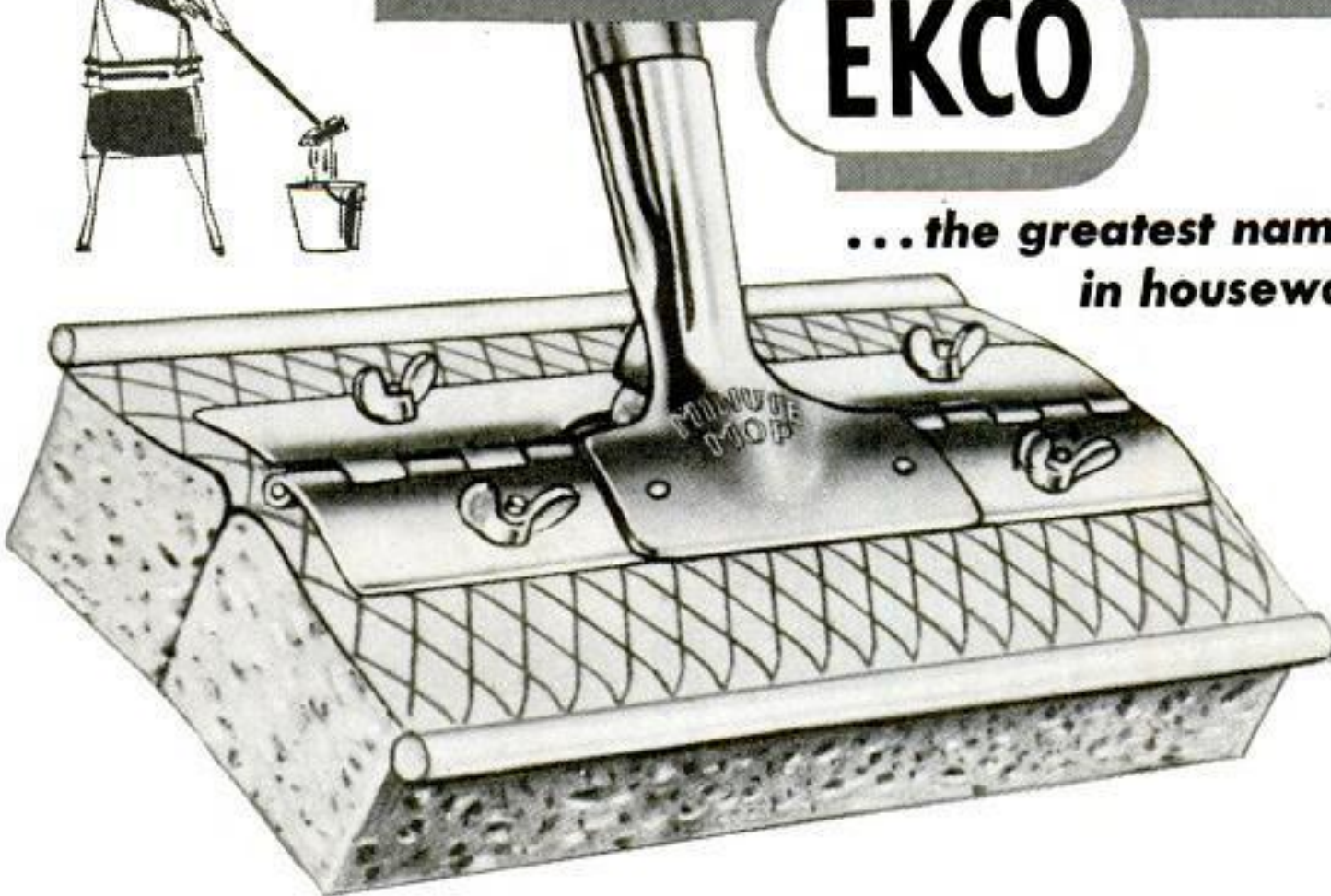
## DOUBLE EASY!

There's no bending, and your hands never touch water with your Ekco Minute Mop. It has a self-wringing lever high on the handle. Just pull the lever and your Minute Mop wrings itself. There's no splashing, because Minute Mop has an exclusive channel drain that guides the water straight into the bucket. Look for the complete line of Minute Mop cleaning aids (including mop head refill) wherever housewares are sold!

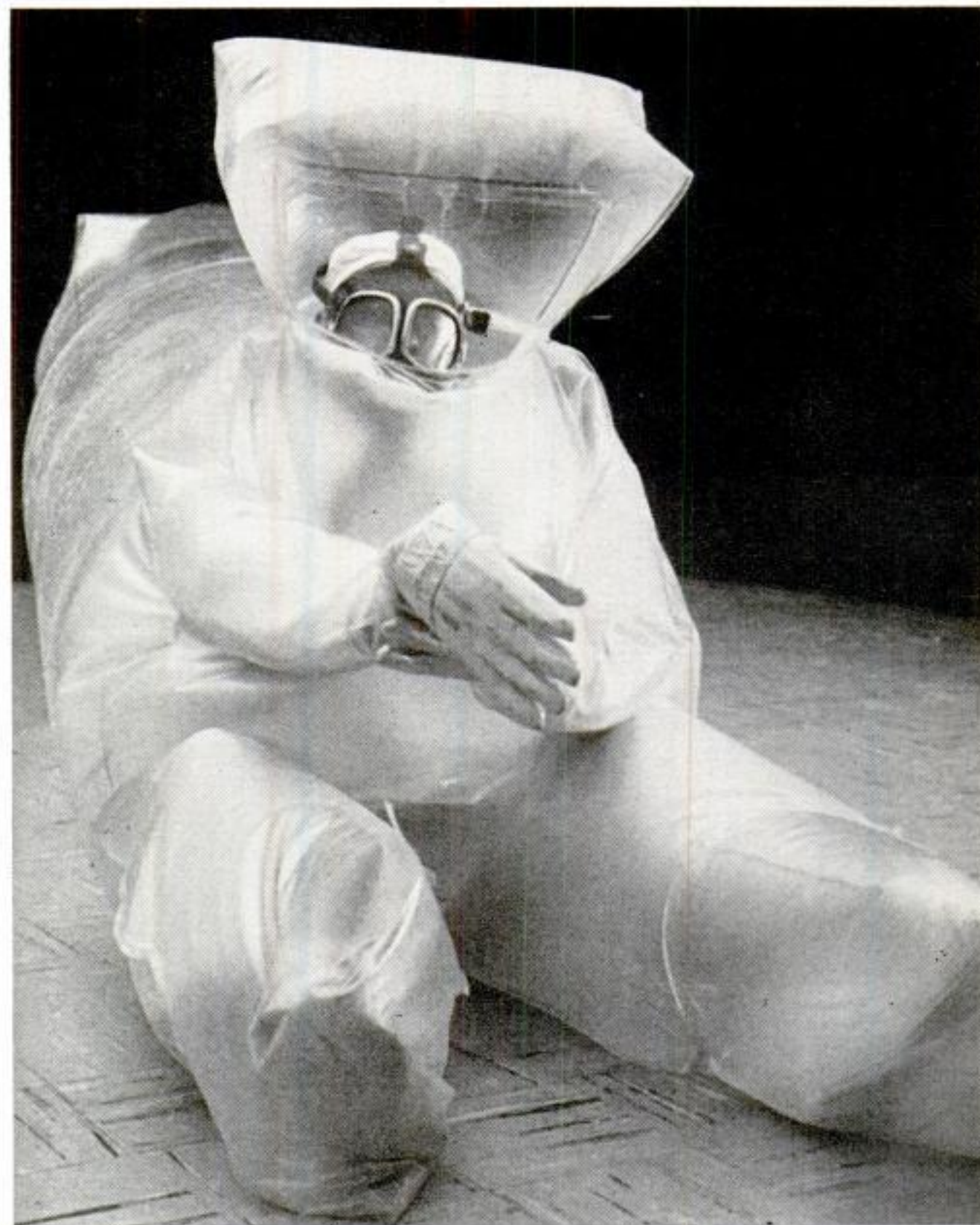
**EKCO PRODUCTS COMPANY**  
1949 North Cicero Avenue, Chicago 39, Illinois  
Also sold in Canada by Ekco Products Company (Canada) Ltd., Toronto

**EKCO**

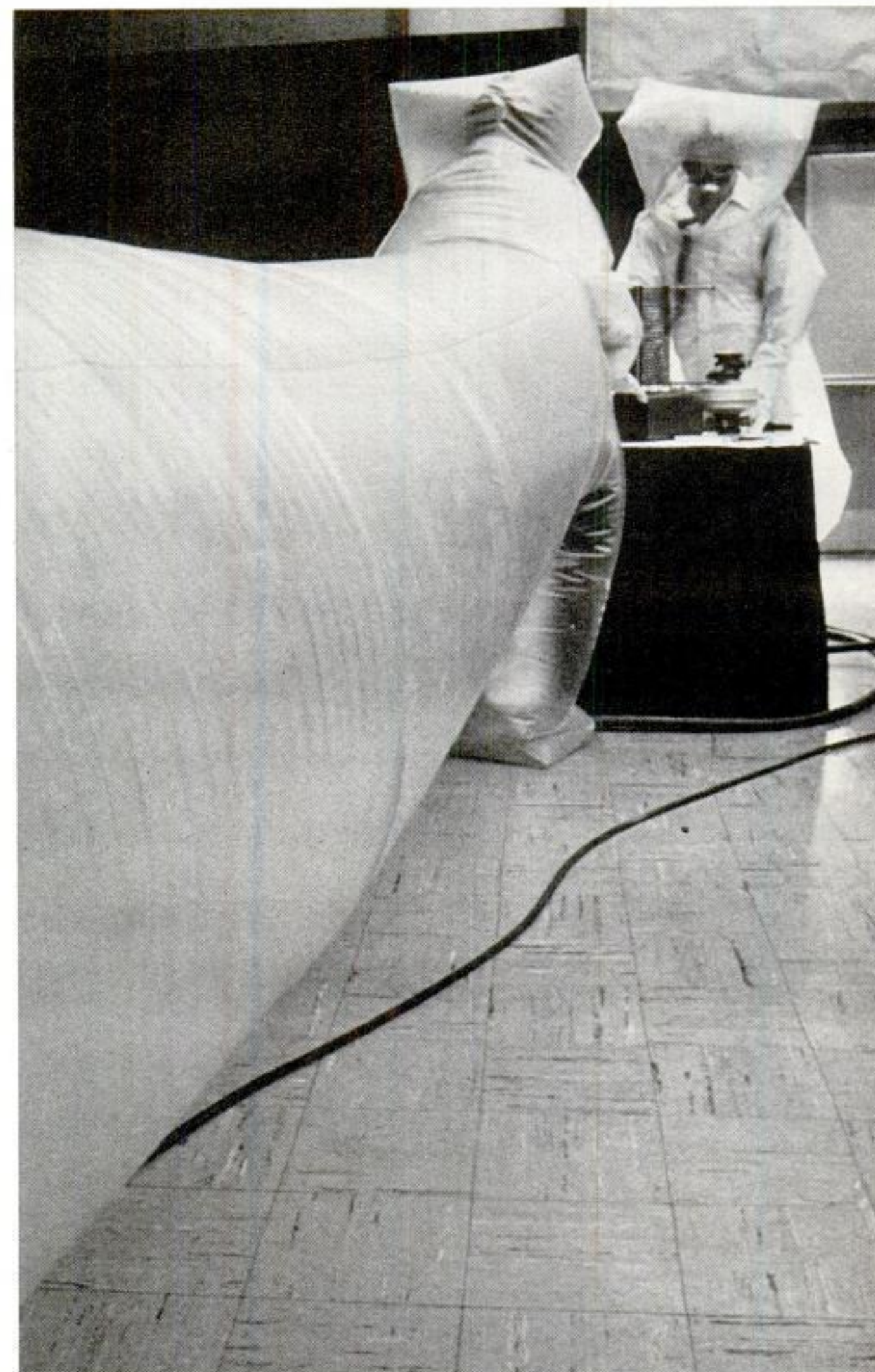
...the greatest name  
in housewares



## 'Homer's Hallucination' CONTINUED



**FRONT OF SUIT** is made into shape of a man so that technician, here sitting as he slips his hands into suit's built-in gloves, will fit easily into it.



**REAR OF SUIT** is a 15-foot-long hollow "tail," down which worker crawls to enter. Suit stays inflated because air pressure in room is lower than in suit.

CONTINUED ON PAGE 58



# Porcelain outside!... Porcelain inside!

Only the Frigidaire Washer and Dryer give you  
such complete rust protection!

## Lifetime Porcelain means longer lasting beauty, too!

The gleaming, snowy-white cabinet surfaces of both washer and dryer will stay white forever — thanks to Lifetime Porcelain. Inside, too, Frigidaire uses porcelain on tub and drum where it counts the most for greatest protection against rust and moisture. Lifetime Porcelain resists scratches, scuffs and stains. Remember, some automatic washers and dryers have porcelain tops, some have porcelain tubs and drums, but only Frigidaire offers such *complete* all-porcelain protection!



## Get out more dirt, clean more gently, the Live-Water Action way!

Hot, sudsy water surges through clothes, forcing out all embedded dirt. Float-Over Rinsing lifts up all the dirt that's trapped in sudsy water . . . carries it away down the drain. World's fastest spin-dry follows — removes 20% or more water than any other washer. This exclusive washing-rinsing-drying action gets *all* dirt out of clothes *and keeps it out*! Really thorough, yet safe even for new miracle fabrics. Clothes are never scrubbed or drubbed against moving metal parts. Clothes come out cleaner, drier, last longer!

You get these money-saving, time-saving, trouble-saving features, too. Frigidaire Automatic Washer uses 2 to 8 gallons less hot water per load than many makes. Unimatic power mechanism for really dependable performance — all in one sealed unit, lubricated for life, with no belts to wear out!



## Dry without fading, without snagging or fraying the Filtra-matic Dryer way!

At right you see how fast sun-dried fabrics lose color while those dried in a Filtra-matic Electric Dryer stay new-looking months longer. Clothes come out soft, fluffy — never stiff or creased with hard-to-iron wrinkles. No snagging or fraying, either. Clothes tumble freely in the smooth, porcelain-finished drum. A continuous circulation of fresh air dries clothes gently, evenly, under an Ozone Lamp — leaves them fresh and sweet-smelling.

**Exclusive Filtrator collects lint;** traps excess moisture, automatically — no venting or plumbing needed. With a Porcelain Pair, you can wash and dry any time it's convenient, in *any* weather. See your Frigidaire Dealer — ask about the washer and dryer Arthur Godfrey recommends on radio-TV. Look for your Frigidaire Dealer's name in your phone book under "Electrical Appliances." Or write Frigidaire, Dept. 2227, Dayton 1, Ohio. In Canada, Toronto 13, Ont.

**Be modern . . . launder electrically!**



Sun Dried

Filtra-matic  
Dried



## Frigidaire Porcelain Pair

Automatic Washer and Electric Dryer  
Built and backed by General Motors





CONTORTIONIST ALF CARLSON feels no pull, no strain, no bind in Allen-A "Dittos"

## HOW'S THIS FOR FREEDOM OF MOVEMENT?

International novelty star Alf Carlson's pretzel-act is a tough stretch-test for Allen-A "Dittos."

But it demonstrates that no matter what crazy, mixed-up pose *you* strike—putting up the screens, bowling or just being the life of the party—you'll feel no tug from Allen-A T-shirts and briefs.

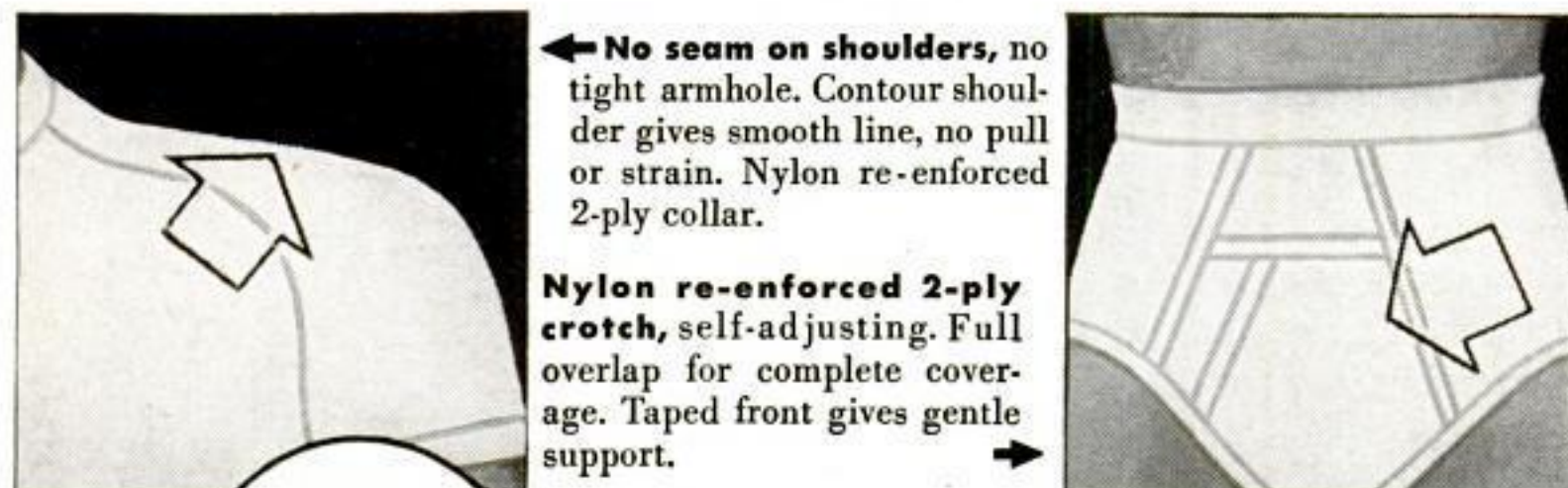
The "Dittos" T-shirt has a unique contour shoulder that's extra free-stretching

—accommodates extreme muscle expansion without binding, never sags.

The "Dittos" briefs are cut for complete comfort . . . skilfully re-enforced and taped for long and satisfactory service.

The soft, resilient fabric is **ALLENIZED**\* combed cotton knit—keeps its shape and size through countless wearings and washings. Neckband and crotch are re-enforced with **NYLON** for extreme durability.

*\*Allenized fabrics will not shrink out of shape or size*



← **No seam on shoulders**, no tight armhole. Contour shoulder gives smooth line, no pull or strain. Nylon re-enforced 2-ply collar.

**Nylon re-enforced 2-ply crotch**, self-adjusting. Full overlap for complete coverage. Taped front gives gentle support. →

**Allen A "Dittos"**  
they second your motion!\*

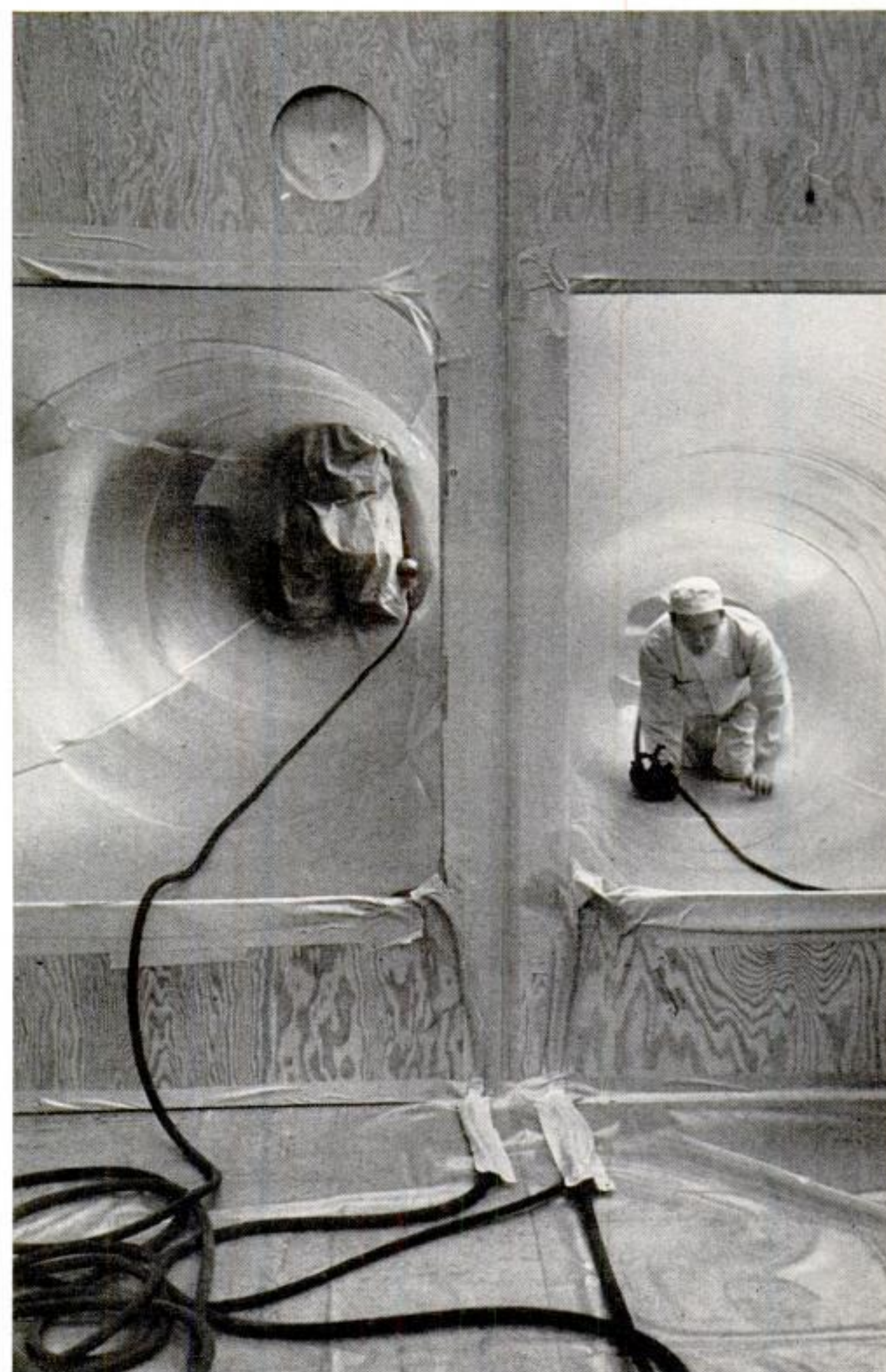
\*Reg. U. S. Pat. Off.

THE ALLEN-A COMPANY, PIQUA, OHIO. New York Office: Empire State Building, New York 1, N. Y.

## 'Homer's Hallucination' CONTINUED



**INVENTOR** of outfit, Engineer Homer Moulthrop, displays the transparency of suit's plastic window. Ordinarily air mask is also worn. As long as suit is not torn, it protects completely and workers never have to be decontaminated.



**THE TAILS** of suits open into adjoining uncontaminated room through airtight portholes. Cables are tubes which supply air to masks. Since tails are anchored, men inside suits move about the "hot" room as though on leash.

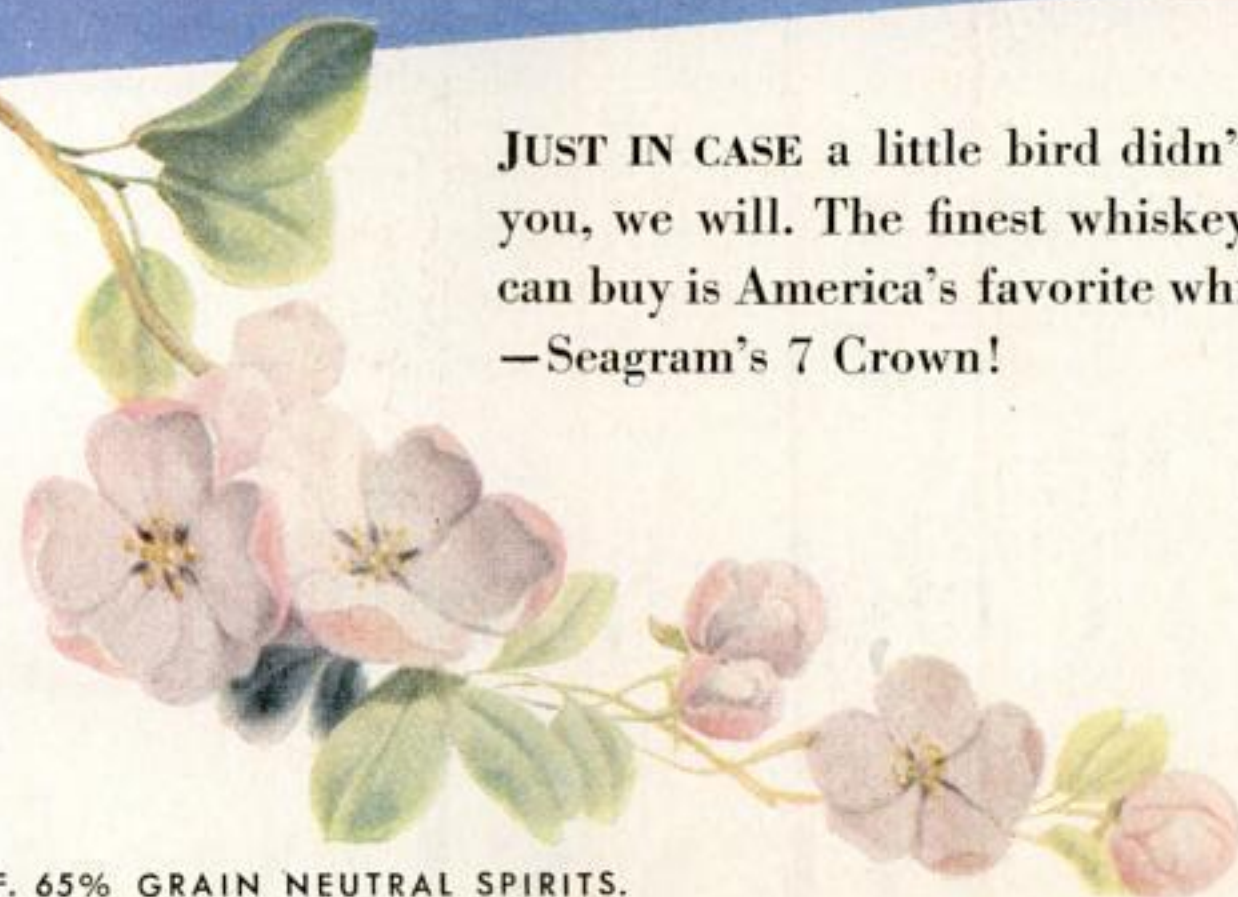


Sure...  
AS SPRING!



Say Seagram's  
and be Sure

JUST IN CASE a little bird didn't tell  
you, we will. The finest whiskey you  
can buy is America's favorite whiskey  
—Seagram's 7 Crown!



SEAGRAM-DISTILLERS CORPORATION, NEW YORK CITY. BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS.



“Chrysler Corporation has a winner in PowerFlite—smoothest and most simply constructed of the fully automatic drives...”

“... just about as perfectly coordinated a mechanism as can be put between an automobile's engine and rear wheels! . . .”

“I actually had to work to discover the shifting point . . . a butter-smooth, well-bred power shift smooth as maple syrup pouring on velvet!”

# This is the story of PowerFlite

A brief report on a new no-clutch drive so good you won't believe it till you feel it... so advanced you should try it for yourself before you invest in any new car today!...

THE COMMENTS above were written by an automotive editor after trying our new PowerFlite transmission. You can see how PowerFlite hit this hard-boiled critic right between the eyes!

It will open your eyes, too, if you will just try it, in a Plymouth, Dodge, DeSoto, Chrysler or Imperial. *This automatic drive does everything you want better and more easily than any before.* Its “secret” is as simple as that!

Its sheer delivery of driving power (*torque*, to an engineer) far exceeds other automatic drives, with a peak of 4.47 to 1. This gives exceptional breakaway from a standstill. It means exceptional highway acceleration for quicker and thus safer passing. The “kick-down” response to your call for extra bursts of power is one of the most exciting things you have ever felt.

You will find PowerFlite's operation from the driver's seat the simplest and surest you have handled. There is no clutch pedal, of course. The shift indicator has only 4 positions, and shifting to an unintended position is almost impossible. Normal driving

involves only two speeds, not four, and the transition up or down is excitingly swift and smooth. You can “rock” the car in snow or sand, when you need to, with great ease and precision.

In construction, too, PowerFlite has advantages of great importance to its owner. It is the simplest and most rugged of no-clutch transmissions. It weighs much less, has far fewer parts. Severe tests indicate unmatched long life and reliability. Service, if needed, is simplified both in time and in cost.

A good automatic transmission is a wonderful motoring experience . . . as the booming popularity of PowerFlite proves. For the best value and complete driving satisfaction it will pay you well to try PowerFlite before you buy.

Our purpose is to see that “Wonderful Things Keep Coming Your Way from Chrysler Corporation.” This has been dramatically done with PowerFlite—the greatest of no-clutch transmissions! . . . Won't you come in?

Wonderful things keep coming your way from  
Chrysler Corporation





Plymouth • Dodge • DeSoto • Chrysler • Imperial

*Dodge Trucks, Chrysler Marine & Industrial Engines, Oilite Metal Powder Products, MoPar Parts & Accessories, Airtemp Heating, Air Conditioning & Refrigeration, and Cycleweld Cement Products*



# Springtime Magic

with Delicious Ann Page Pure Preserves



## SPRING BLOSSOM CAKE

Slice a 1-lb. 9-oz. pound cake into 4 layers. Spread Ann Page Preserves between layers. Use strawberry or raspberry preserves for top and bottom layers, and peach, apricot or pineapple preserves for the middle layer. Soften 1 teaspoon plain gelatin in 4 teaspoons water; dissolve over hot water. Whip ½ pint heavy cream until stiff; fold in 1 tablespoon sugar and gelatin; frost cake. To decorate: unmold Ann Page currant jelly; slice thin; cut slices in shape of tulips; arrange on cake. Make stem with toothpick dipped in green coloring. Chill before serving.



## EASTER SUNDAE NESTS

Place scoops of ice cream in dessert shells. Top with generous servings of luscious Ann Page Pure Preserves and enjoy the rich flavor of your favorite fruit. Choose Ann Page Cherry, Raspberry or Strawberry Preserves for red-ripe goodness . . . or sunny-sweet Ann Page Apricot, Peach or Pineapple Preserves. They're all superb as "company" toppings. And see how Ann Page Preserves glamorize everyday fare . . . puddings, breakfast cereals, French toast, waffles . . . um-m!



Rush the season on sun-ripened fruits with Easter treats touched with the flavor magic of Ann Page Pure Preserves, Jams and Jellies. You never tasted finer — no, not even from Grandma's cupboard! And the Ann Page name on any product gives you happy assur-

ance of *economy* as well as grand eating.

You see, Ann Page Foods are made of choice ingredients in A&P's own modern Ann Page food kitchens and sold only in A&P stores. This eliminates unnecessary in-between expenses and *you* share the savings!



Guaranteed by  
Good Housekeeping  
IF NOT AS ADVERTISED THEREIN

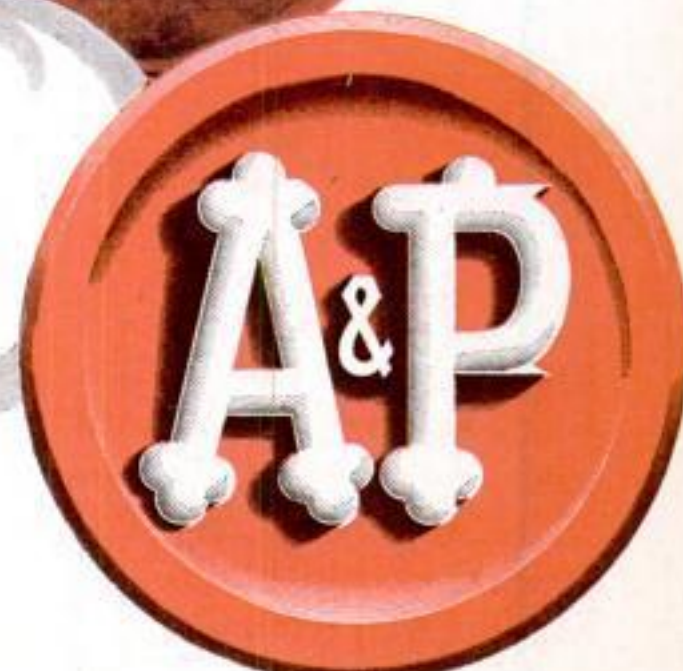
Among the **33** Fine Foods in the Famous  
Ann Page Family are such favorites as:

Salad Dressing, Mayonnaise, Prepared Beans, Peanut Butter, Macaroni Products, Prepared Spaghetti, Sparkle Gelatin Desserts and Puddings, Tomato Soup, Ketchup, Spices, Extracts, Etc.



ANN  
PAGE

PROVES  
*Fine Foods  
Needn't Be  
Expensive*







BRINKLEY RISES FROM WATER AS SON, IN DARK SUIT, WATCHES FROM DOOR AND SISTER WEEPS INTO HANDKERCHIEF

## BAPTISM BEHIND BARS

**Convicted of killing his wife, repentant Texan is immersed in prison tub**

Last Oct. 31 after a quarrel, Lonnie Brinkley, 62, of Houston, Texas shot his wife through the heart and his son Marvin through the neck. Marvin recovered and, because of his testimony, his father was convicted and sentenced to die. Repenting, Lonnie told Marvin that he wanted to be baptized. A 7-foot galvanized iron tub was brought into the Harris County

jail and, before his reconciled son and sister, Lonnie was immersed by Brother E. A. Munroe of the Missionary Baptist Church (above). As he emerged, he gasped, "Thank God," and then, as tears mingled with the baptismal waters, he asked to be buried beside his wife. In the meantime his lawyer appealed the verdict and Lonnie's execution has been put off.

CONTINUED ON NEXT PAGE

Take an

*Airride*



aboard

**TRAILWAYS**

*newest, smoothest*

**THRU-LINERS**

No springs in the world give you the soft, shockfree ride that the new Trailways Thru-Liner's air-pillow suspension gives you! Completely relaxed, and wonderfully unaware of anything except the joy of the perfect ride. You'll agree that here's the low-cost, ideal way to travel on air... at scenery level.

And talk about windows... The new Trailways Thru-Liners have them... six feet wide... real picture windows... and they're glareproof and heat resisting. Here's sightseeing at its best.

Ask your friendly Trailways Agent about the convenience and economy of charter service... and the thrifty package express service.

**TRAILWAYS**



.....

**TRAILWAYS,**

Dept. L-44, 1012 14th St., N. W., Washington 5, D.C.

I am interested in a ☐ Trip ☐ Expense Paid Tour (check one)

FROM \_\_\_\_\_

TO \_\_\_\_\_

LEAVING DATE \_\_\_\_\_

NAME \_\_\_\_\_

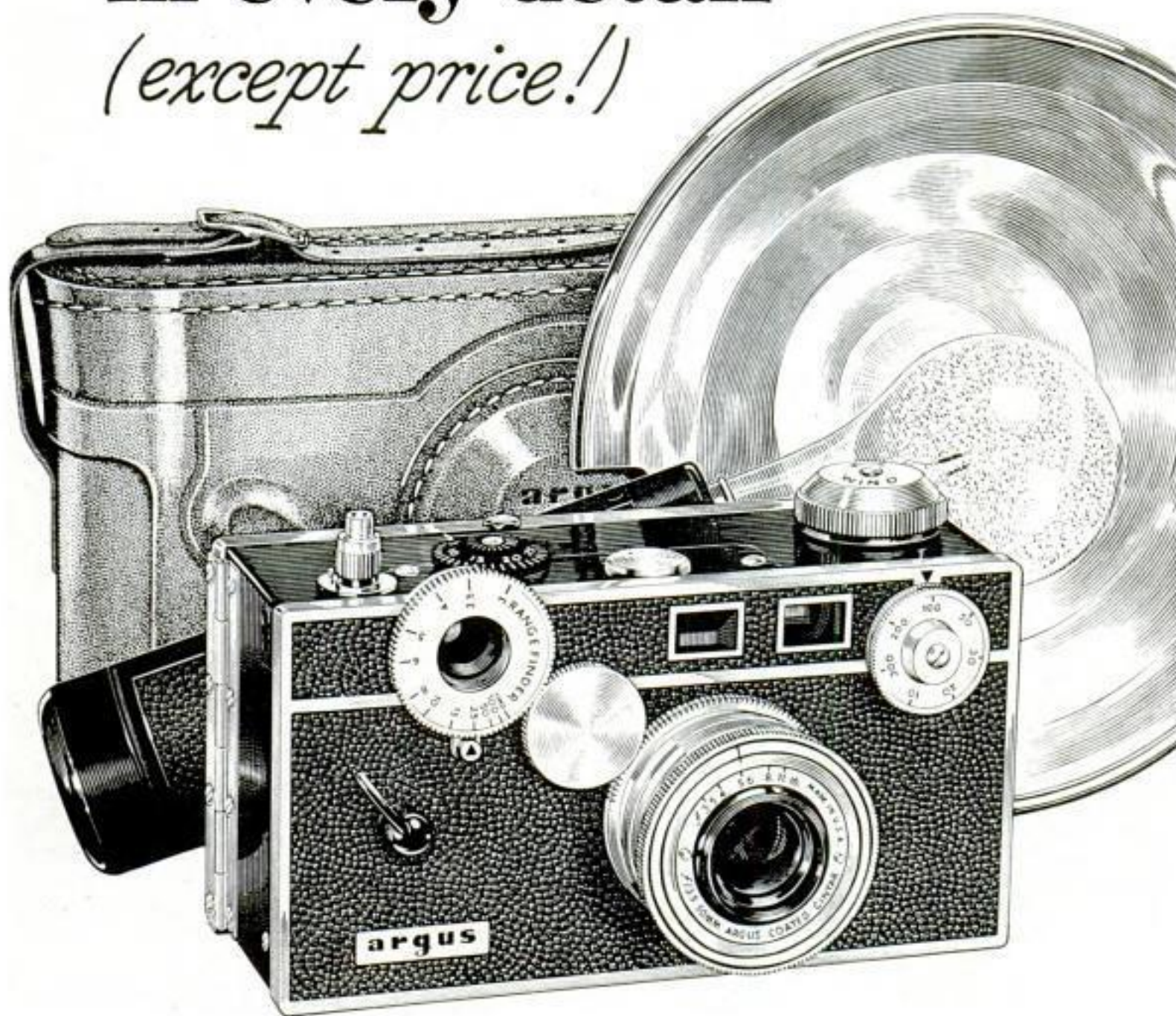
STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

.....



It's a luxury camera  
in every detail  
(except price!)



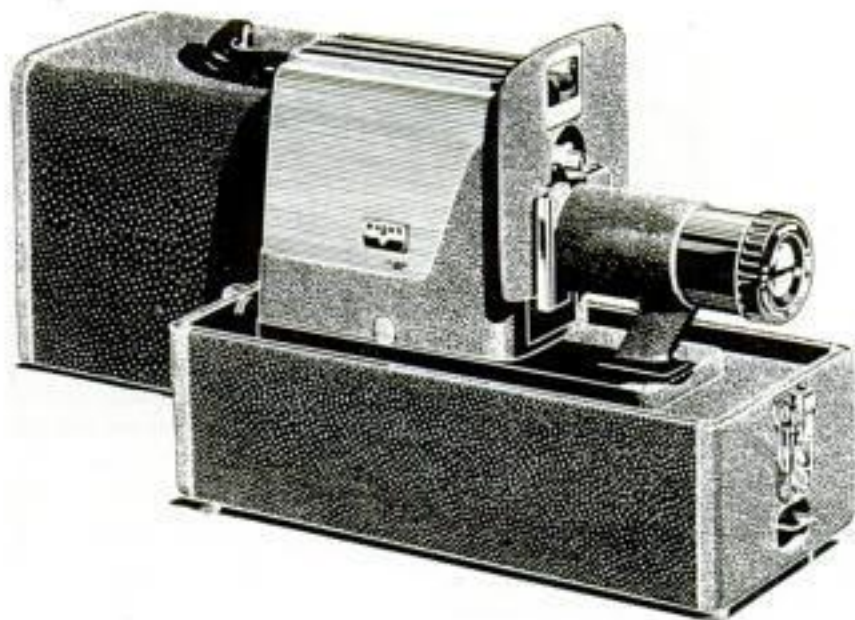
**argus C3** **\$69<sup>50</sup>**  
COMPLETE with case and flash

Feature by feature, the Argus C3 matches cameras costing far more. For example, the C3 is the only American-made 35mm camera to offer interchangeable telephoto and wide angle lenses that couple to the rangefinder. This gives your C3 the versatility of the most high-priced cameras!

And the Argus C3 is the ideal *all-around camera*. You can take dazzling color slides, sparkling black-and-whites, thrilling action shots — all indoors or out. That's because Argus C3 gives you these luxury features: a color-corrected f:3.5 Cintar lens, a gear-controlled shutter with speeds up to 1/300 second, a lens-coupled rangefinder, and a built-in flash synchronizer. (You just plug the flash gun right into the camera.)

Visit your Argus dealer and see for yourself why Argus C3 is the first choice of more than a million people. It's a fact! More people own the Argus C3 than any other 35mm camera in the world!

## new argus 300 WATT projector



No other projector gives you so much for the money. Wide-angle four-inch lens gives you big, brilliant pictures even in a small room. Powerful yet silent blower and special heat-absorbing lens keep your slides cool. "Right-side-up" rotary slide carrier prevents upside-down pictures. Ask your Argus dealer for a demonstration.

**\$49<sup>95</sup>** COMPLETE  
with carrying case

Copyright 1954, Argus Cameras, Inc., Ann Arbor, Michigan. All prices include Federal Excise Tax where applicable, and are subject to change without notice.

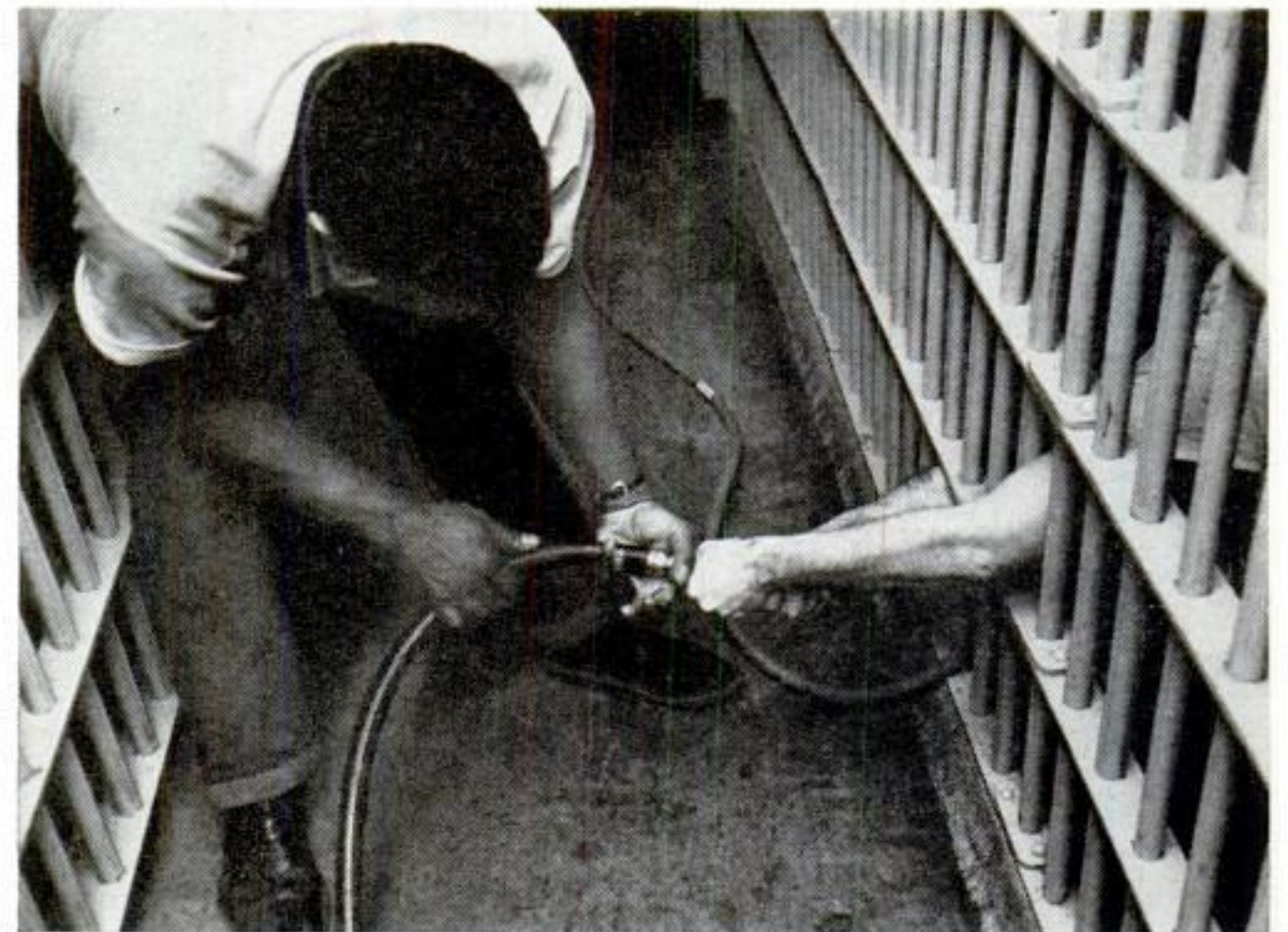
# argus

Manufacturers of precision photographic and optical equipment

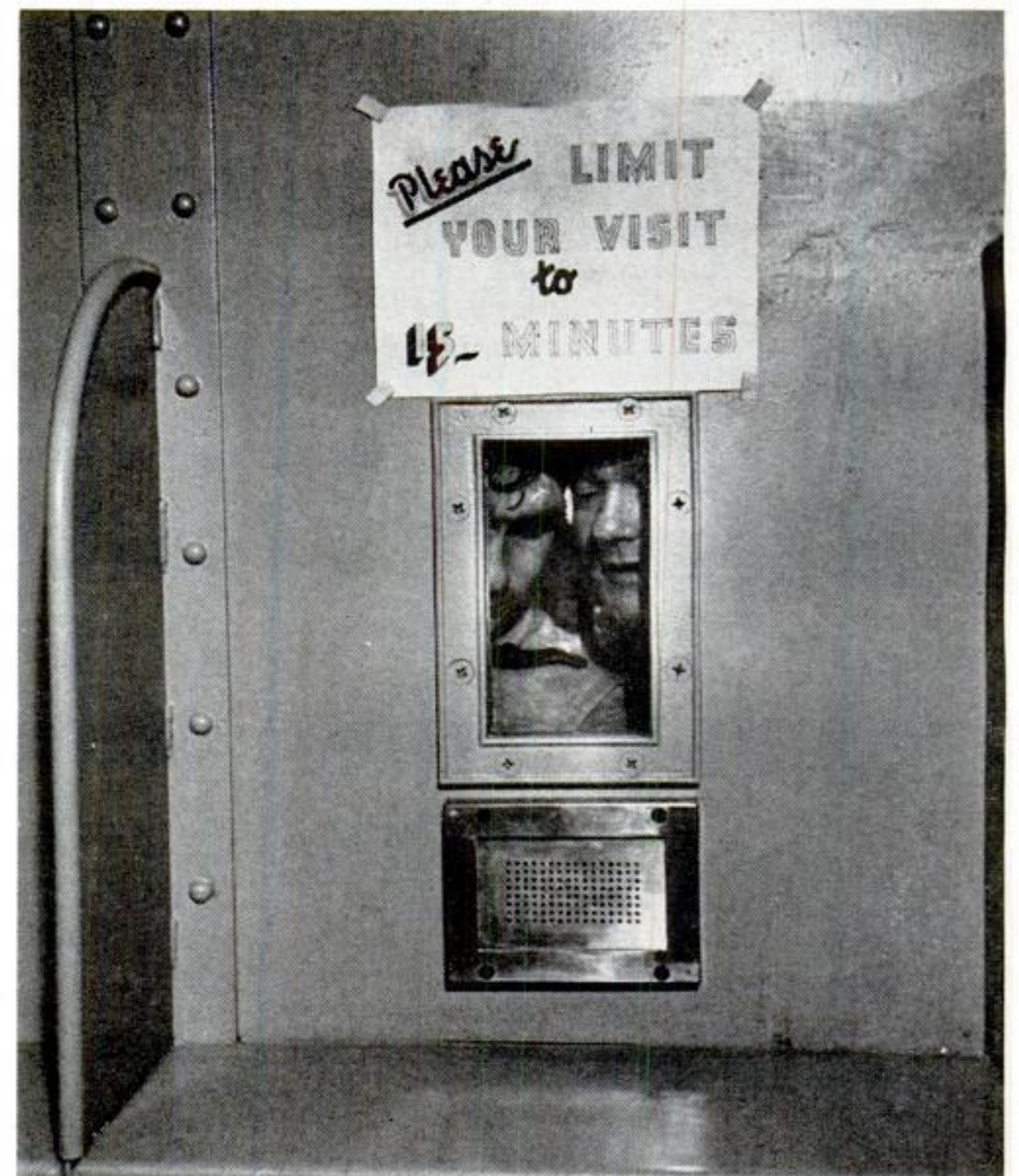
## Baptism Behind Bars CONTINUED



**BULKY BAPTISTRY** had to be patiently nudged through doors by Munroe assisted by jailers and trustees, who also had trouble in getting it up elevator.



**HELPFUL PRISONER** holds hose used to fill tub while trusty tightens connection. Tub bulged from weight of water and had to be propped with stools.



**CURIOUS INMATES** watch the baptism through window. Brinkley had to borrow pants because he had only one pair and did not want to get them wet.





## ***New* Johnson's Baby Shampoo**

- Won't **BURN** or **IRRITATE** eyes like ordinary shampoos
- Gets hair **GLORIOUSLY CLEAN** in the pleasantest way ever

**H**ERE'S how to end shampoo-time tears and temper. It's new, exciting Johnson's Baby Shampoo—a scientific miracle that doesn't burn or irritate delicate little eyes the way ordinary shampoos do!

Johnson's Baby Shampoo is pure as can be, safe for tiniest tots—yet it leaves hair sparkling clean, easy to comb. Sudses in hard or soft water

... rinses out quickly, completely. Equally fine for dry or oily scalps.

Get this new, fresh-scented shampoo at your favorite drug counter—today. Another exclusive, dependable Johnson's Baby Product.

Guaranteed by—

*Johnson & Johnson*

**59¢**





# TV STAR DIONE LUCAS COOKS\* CALORIC...

## \*GAS . . . of course

"So easy to clean—and so easy to keep clean . . . that's what I especially like about Caloric gas ranges," says internationally famous Dione Lucas, TV cooking star whose programs may be seen regularly over the stations listed on the right hand page.

And no wonder she's excited about "Caloric Cleanability". These famous ranges are known everywhere as America's easiest ranges to keep clean. Burners, grates, splash pans, oven bottom . . . practically everything lifts right out for quick at-the-sink sudsing. And the life-time porcelain enamel finish wipes clean in a jiffy.

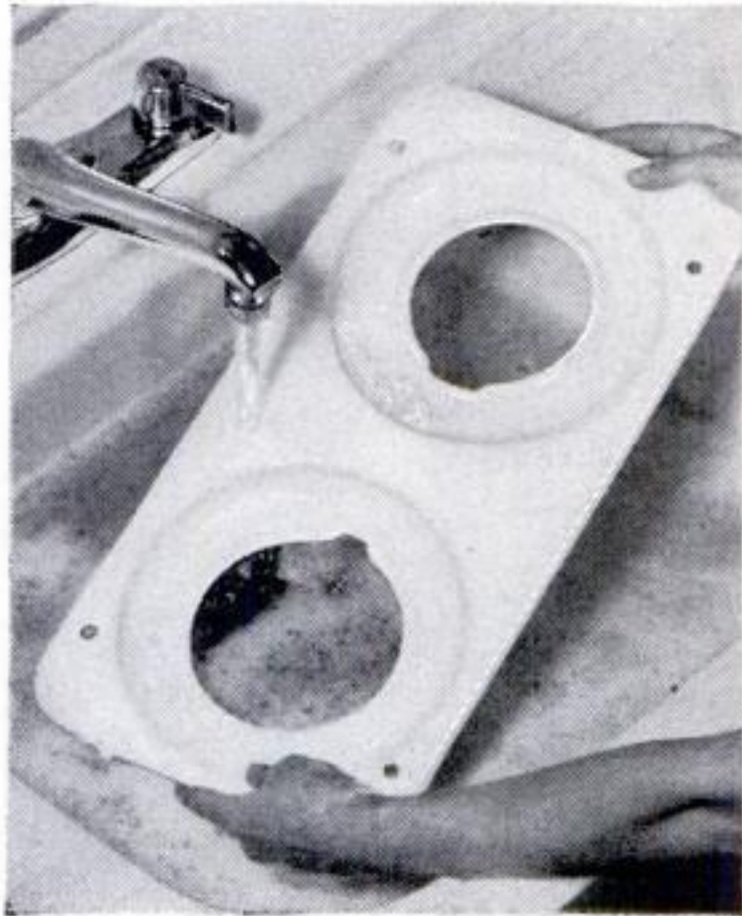
Follow the lead of Dione Lucas. Visit a Caloric dealer, listed under "Ranges" in the classified section of the phone book. Or ask about them at one of the Gas companies or dealers listed on the right hand page. See for yourself how easily—how quickly—how neatly—you can clean a Caloric gas range.

←  
**COOKING EXPERT ON CAMERA** Dione Lucas, the TV queen of culinary experts, is pictured here as she prepares one of her favorite recipes in front of the television camera. Her programs, seen by millions of housewives, feature gas cooking week after week. Watch her on TV, and let Dione Lucas prove to you that gas is the only fuel that gives you unmatched speed and flexibility at lowest cost.





# AMERICA'S EASIEST RANGES TO KEEP CLEAN



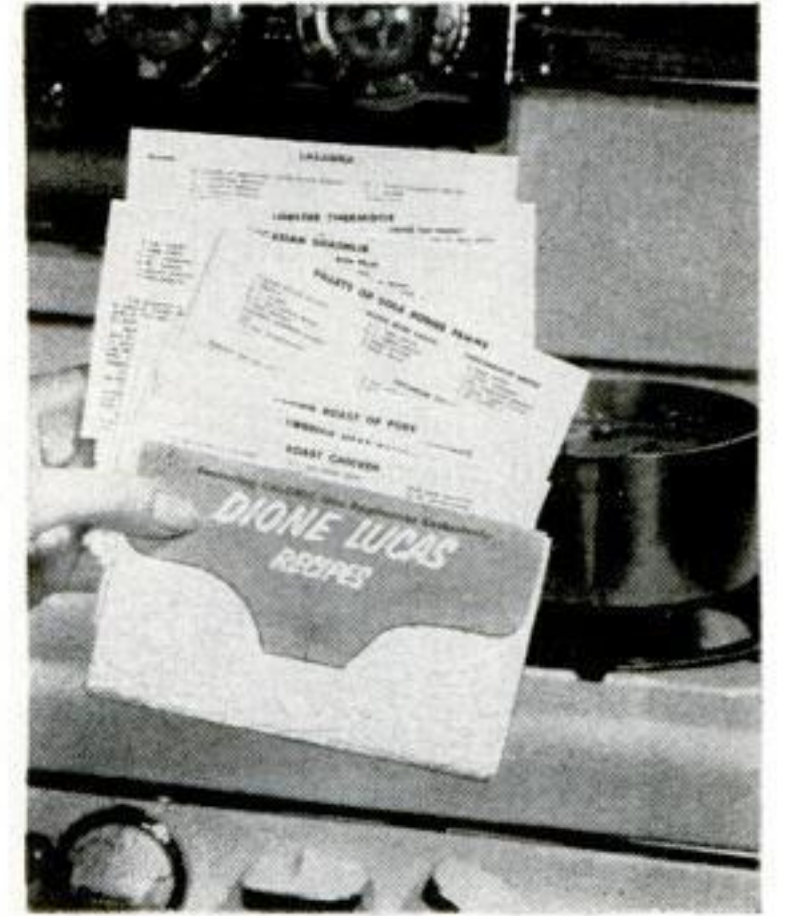
**CALORIC CLEANABILITY** After giving the splash pan a sudsing, Dione Lucas rinses it right at the kitchen sink as she demonstrates how easily this range may be kept gleamingly clean.



**DETACHABLE DECORATOR HANDLES** These handles, available in 12 decorator colors, snap on and off for quick, easy cleaning. This also lets you choose the color that matches your kitchen.



**COMPLETELY AUTOMATIC** Imagine controls that turn on the oven, cook dinner, then automatically shut off! You enjoy "matchless" performance and a kitchen freedom you never knew before.



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**JOHNSON CITY, TENN.,** WJHL-TV, Monday 5:30 PM, Volunteer Natural Gas Co. • Bristol Gas Co.

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**MIAMI, FLA.,** WTVJ-TV, Friday 10:30 AM, Peoples Water & Gas Co. • Southeastern Natural Gas Corp. • Public Gas Co. • Clement Gas & Appliances • Dade Gas Corp.

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**NEW HAVEN, CONN.,** WNHC-TV, Thursday 9:30 AM, Connecticut Light & Power Co. • Connecticut Power Company • Danbury & Bethel Gas & Electric Light Co. • Derby Gas & Electric Co. • Hartford Gas Co. • New Britain Gas Light Co. • New Haven Gas Light Co. • Northampton Gas Light Co. • Springfield Gas Light Co. • Wallingford Gas Light Co.

**NEW ORLEANS, LA.,** WJMR-TV, Tuesday and Thursday 9 AM

**NEW YORK, WABC-TV, Tuesday 9:30 AM, Brooklyn Union Gas Co.**

**OMAHA, NEB.,** WOW-TV, Friday 11 AM, Metropolitan Utilities District

**PHILADELPHIA, PA.,** WPTZ-TV, Thursday 2:30 PM, Philadelphia Gas Works

**PITTSBURGH, PA.,** WENS, Tuesday 4 PM, Equitable Gas Co. • J. H. Gillis Furniture • Wireton Service Center • Hills Furniture Co. • North Side Upholstering & Appliance Co. • Fiedler Furniture Co. • Royal House Appliances • Miller's Wallpaper & Paint Co. • The Mambro Co.

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**PORTLAND, ORE.,** KPTV, Tuesday 1:30 PM, Portland Gas & Coke Co.

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**NEW DIONE LUCAS RANGE** This exciting new "Dione Lucas" signature gas range—the same model she uses and recommends on her famous TV program—is now available at your dealer's! Ask him to demon-

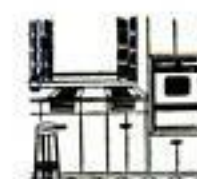
strate its features—and you'll see why Dione Lucas cooks Caloric. You'll soon join Dione Lucas—and millions of other housewives—who have learned that Caloric is tops in cooking performance.



RANGES



DISPOSERS



BUILT-IN UNITS



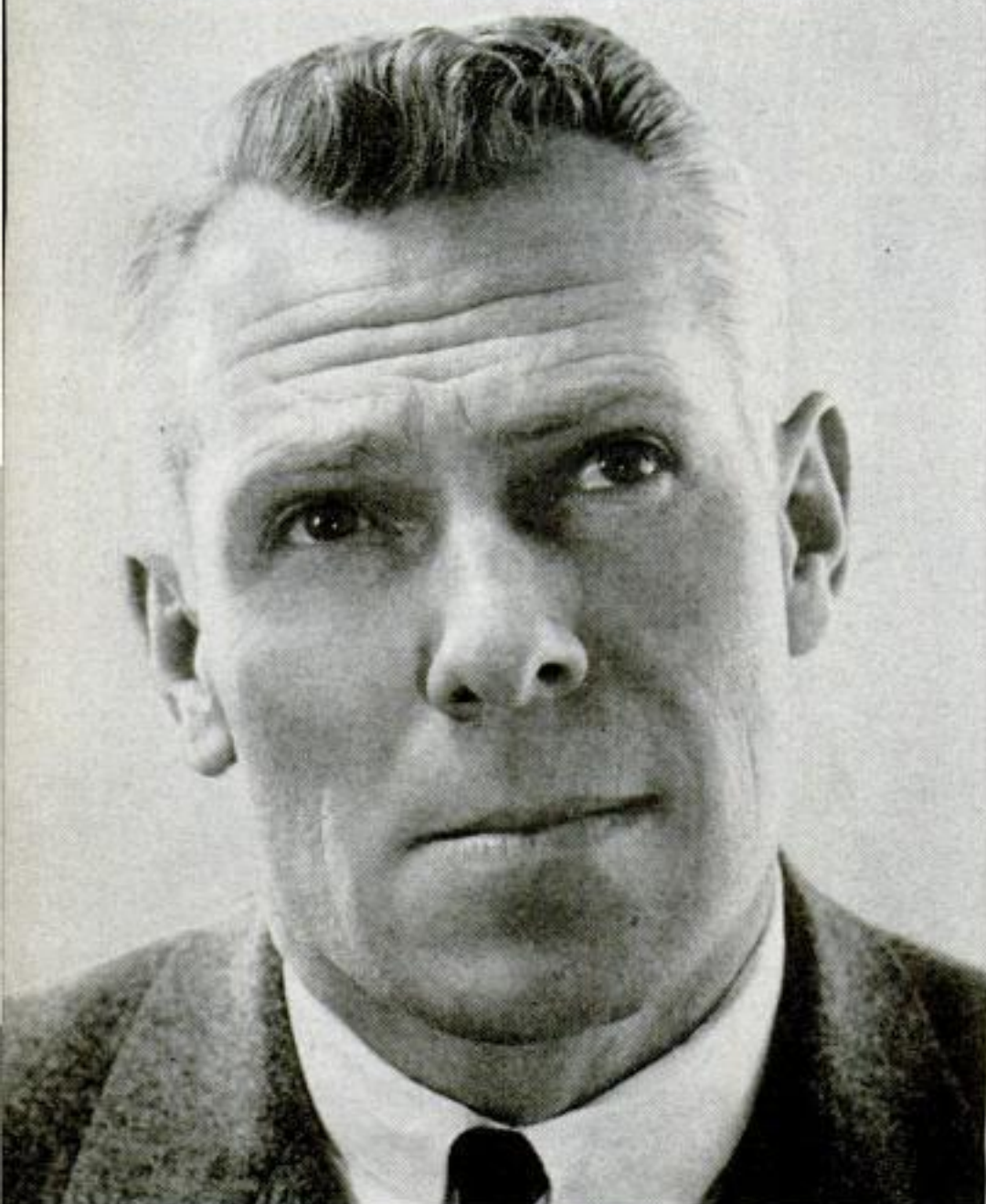
DRYERS

# CALORIC

Caloric STOVE CORPORATION, TOPTON, PA.



Am I one of those smokers who are bothered by the nicotine and tars in tobacco smoke?



► Many smokers are definitely bothered by the nicotine and tars in tobacco smoke . . . need the protection of a really effective filter cigarette.

If so, *which* of today's 9 brands of filter cigarettes can promise, and *deliver*, the most protection?



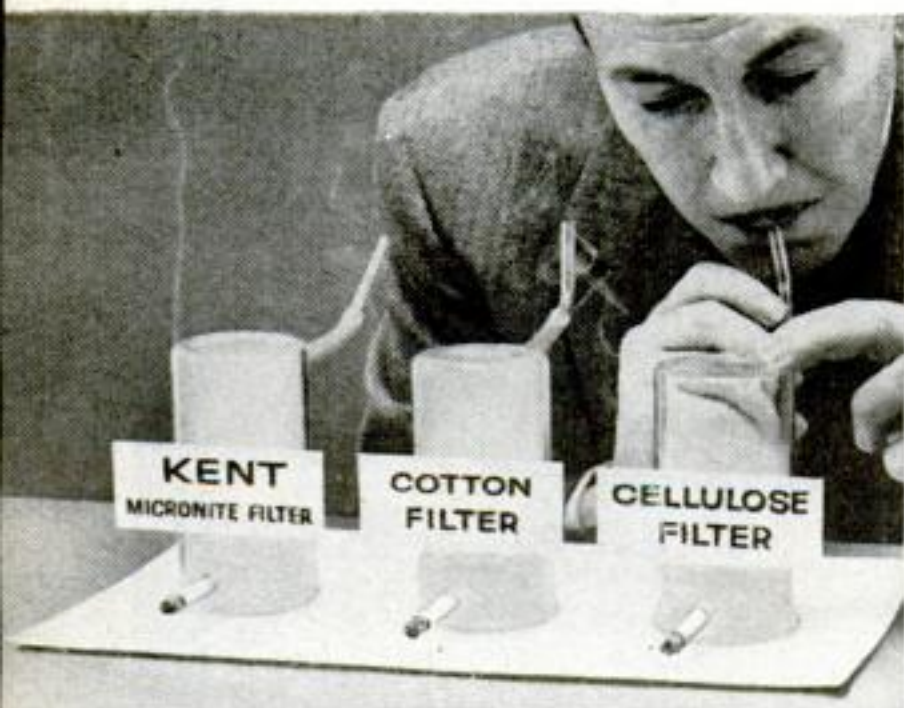
► Eight of those brands rely on ordinary cotton or cellulose filters. Only the ninth—KENT—has the exclusive, new Micronite Filter.

KENT, of course—because KENT's Micronite Filter takes out *more* nicotine and tars than *any* other cigarette. ▼



► Fact: The Micronite Filter is made of a *pure, dust-free* material that is so *safe, so effective* it is even used to help filter the air for hospital operating rooms.

# Here's proof: KENT, with MICRONITE Filter, takes out far more nicotine and tars than any other filter cigarette, old or new



Watch: Into these test glasses, TV's Jonathan Blake draws four puffs each, from KENT with the Micronite Filter and from two other well-known filter cigarettes.

Note that all other filter cigarettes rely on ordinary cotton or cellulose filters.

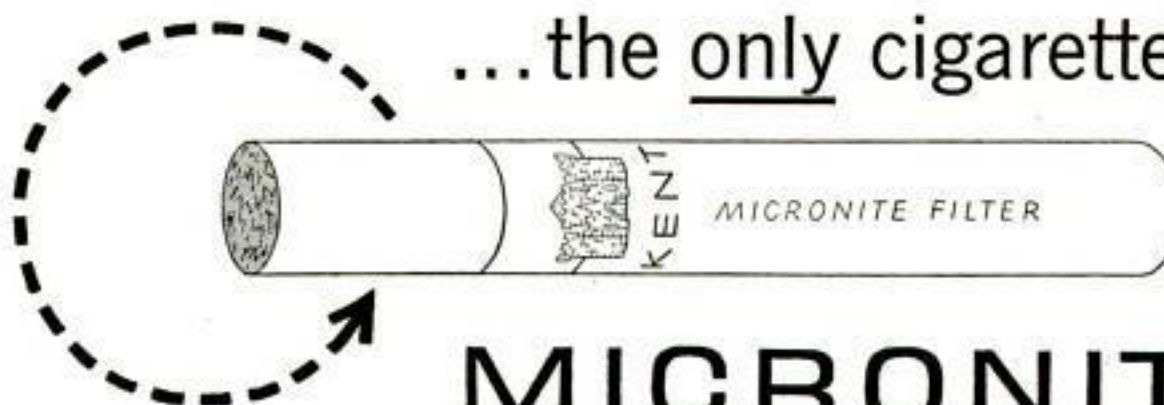


Within moments, tar particles and nicotine in the smoke have settled on the sheet of paper, and the glasses are removed. See the harsh, ugly stains left by irritants that came right through the other types of filters. But

through KENT's pure, dust-free Micronite Filter . . . hardly a trace. And here's more good news: With all its efficiency, KENT's Micronite Filter leaves in all the full, satisfying flavor of fine, mellow tobaccos.



Enjoy **KENT**



...the only cigarette with the

**MICRONITE FILTER**

"KENT" AND "MICRONITE" ARE REGISTERED TRADEMARKS OF P. LORILLARD COMPANY



## MODERN LIVING



### HER 24 LATEST

Freda Diamond sits behind cocktail table, about \$20. On the table are decorated doorknob, \$4.95 and matching accessories; oval desk basket of paper, \$1.50; desk tray, \$3; glass, 8 for \$3.50 "coin" cigaret box, \$1.25; scrapbook on floor, \$2.25. At left is serving cart, \$30. White dinnerware is \$5.50 for 16 pieces; pattern is more. Table next to sofa is \$20. Lamp, \$25. Sofa bed is first of its kind (*following page*). Fabric window shade will cost from \$5 to \$10. Room divider (*right*) is \$40. On it are glasses, dinnerware. Printed linen is expensive—\$9 a yard. On floor are wastebaskets, \$2.25; canister set, 89¢; tray, 59¢; address book, \$2.50; guest book and photograph album are \$2.25 each.

# Designer For Everybody

## MILLIONS OF U.S. HOMES PROFIT BY HER GOOD TASTE

Freda Diamond has probably done more to get simple, well-styled furnishings into every room of the average U.S. home than any other designer. More than 25 million dozen of her glasses have been sold by Libbey during the past 12 years. Some 15 million of her kitchen canisters have been sold by Continental Can in the last four years. In the past 10 months more than 75,000 of her new wrought-iron pieces of

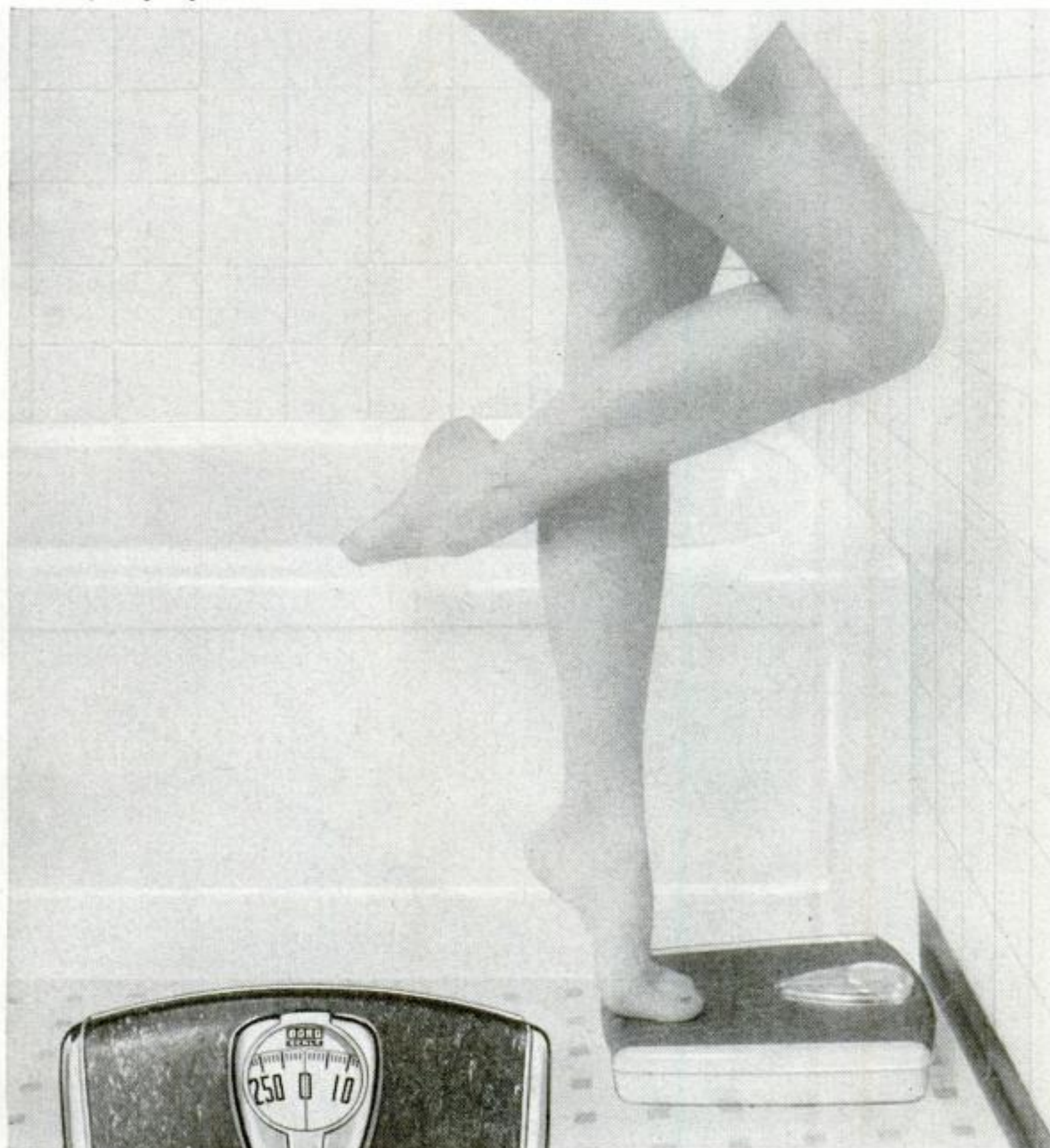
furniture have been sold by Baumritter. A crusader for good taste in low-priced accessories and furniture, she has proved to manufacturers and store buyers that they were wrong in thinking inexpensive lamps, glasses, dinnerware, furniture had to be gaudy to sell. Her designs are popular enough to sell in dime stores, supermarkets and drugstores, yet distinctive enough to be exhibited repeatedly in museums.





## Figure Control Begins with an Accurate Bathroom Scale

Dress by Kaspar of Penart



\*Denver west, 50c higher  
Available in Canada

Put your best figure forward, with a BORG. Weight-watching's easy then, for you always know *exactly* what you weigh. Gain or lose a pound, you see it right away . . . *clearly*, in BORG's big "Super-Binocular" Dial.

This scale's made like a fine watch . . . *guaranteed* for life under a Service Warranty. Slim, featherlight, beautiful . . . and *accurate*. Colors or chrome, only \$7.95 to \$11.95\*. Why guess at your weight, when a BORG costs so little?

*You can believe your*

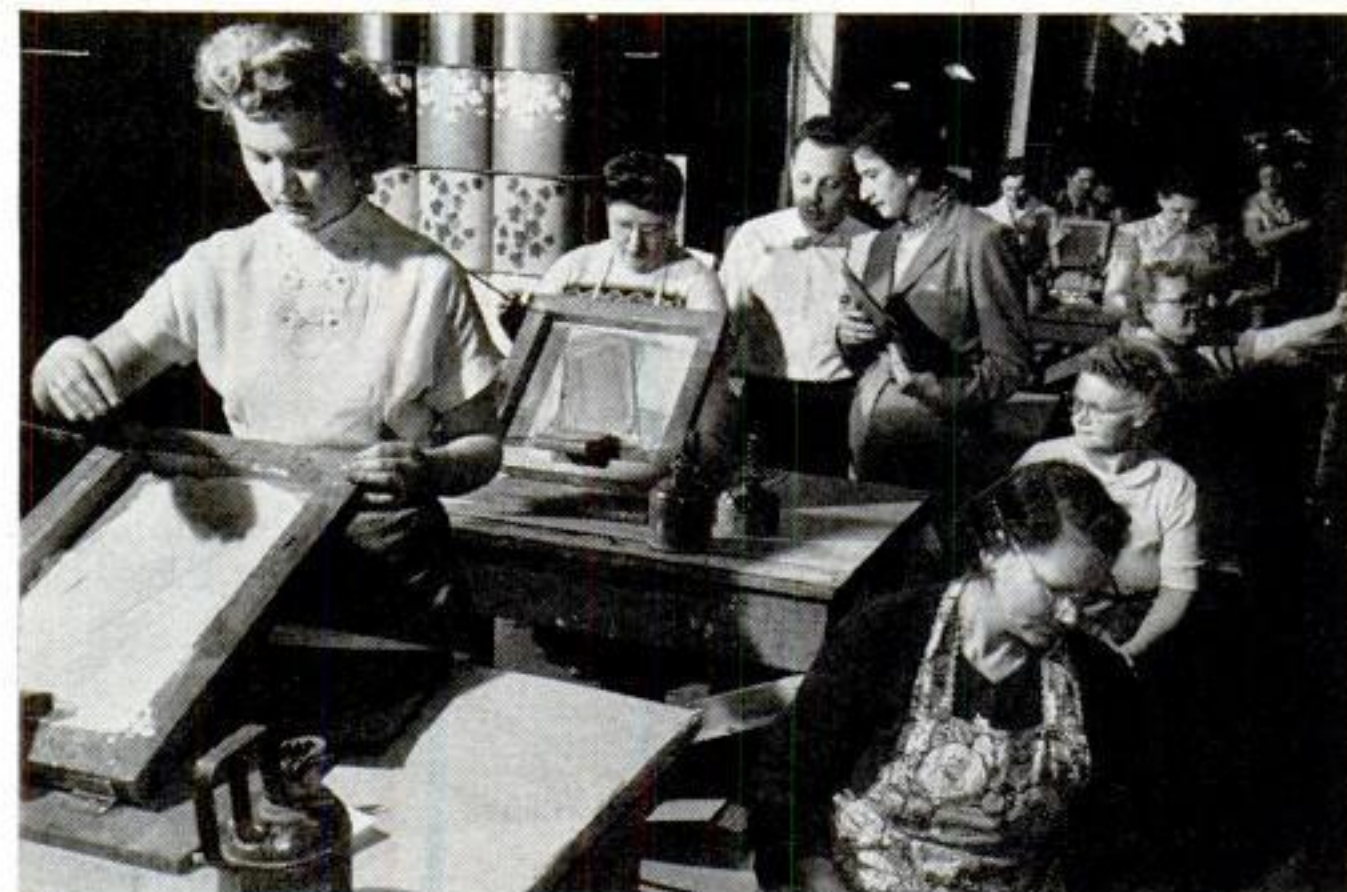


A Borg-Erickson product

## DESIGNER FOR EVERYBODY CONTINUED



**OPENING SOFA BED**, designer shows sofa is built so platform, not mattress, holds sitter. Two cushions cover platform.

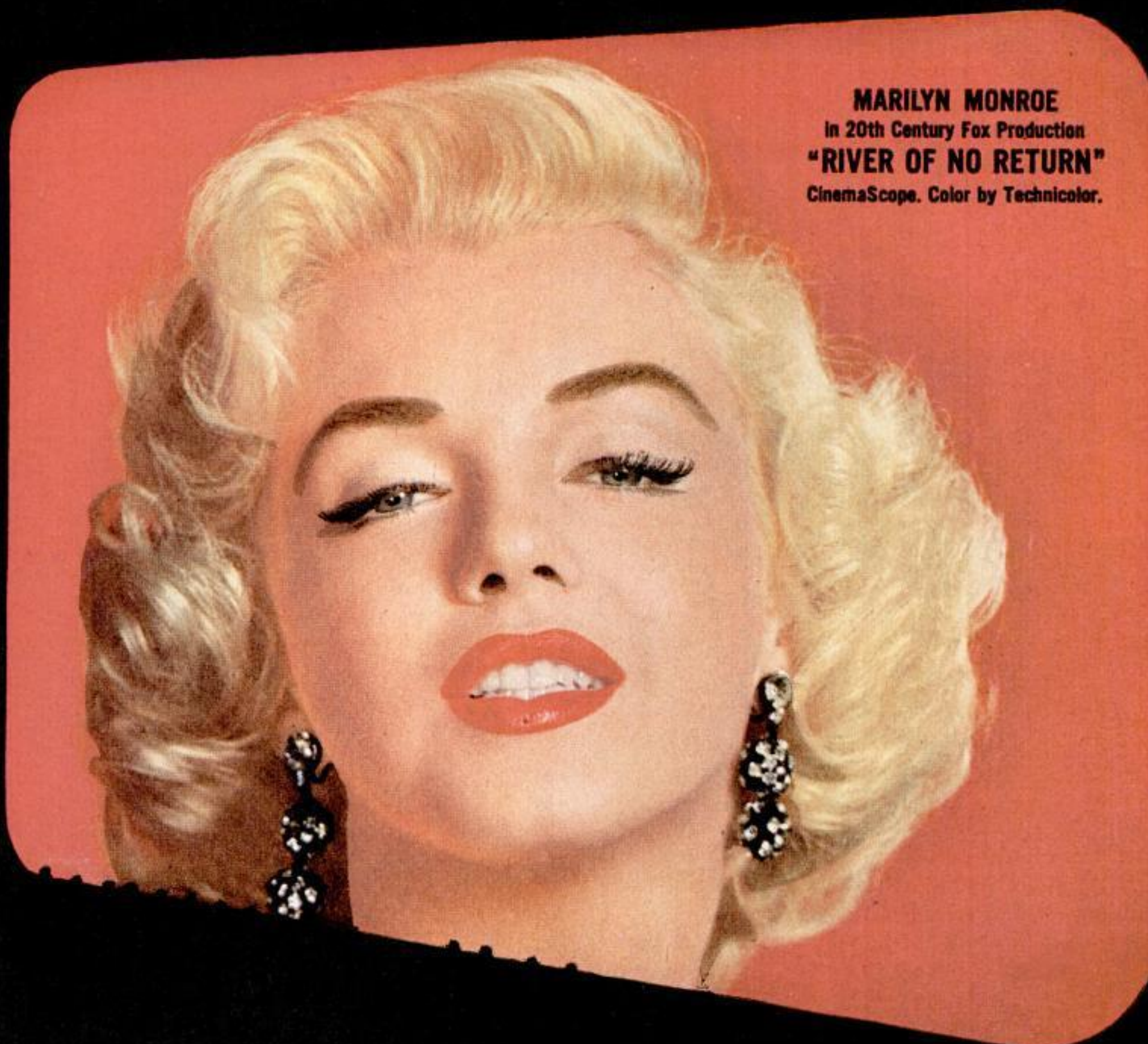


**INSPECTING SILK SCREENS** in S. K. Smith Co.'s Chicago factory, Miss Diamond checks production. She always follows designs through factory.



**SKETCHING ON GLASS** in her office in New York, Miss Diamond tries out a new pattern. Shelves hold her Libbey glasses.





MARILYN MONROE  
In 20th Century Fox Production  
"RIVER OF NO RETURN"  
CinemaScope. Color by Technicolor.

**WESTMORE** brings you...

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**WESTMORE**  
*Tru-Glo*  
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**Proved in giant-screen close-ups by movie stars...**

Wonderful Tru-Glo all-day make-up shows how smoothly alluring your complexion can be! PROVED by movie stars in giant-screen close-ups where make-up must be perfect to keep skin looking perfectly smooth, lines and imperfections invisible.

Because others see you in close-up always, you need Tru-Glo to look your loveliest. Made for you and movie stars

by the Westmore brothers, world's most famous make-up artists, originators of liquid make-up.

SEE the thrilling difference on your skin: Simply dot on creamy Tru-Glo, blend in evenly, pat off with tissue. Now you have "close-up perfect" complexion beauty, possible only with Tru-Glo! For all types of skin—in a perfect-for-YOU shade. Get Westmore Tru-Glo now!



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**WESTMORE**  
*Party Puff*  
creamy powder make-up

FOR INSTANT BEAUTY, carry Party Puff as movie stars do on the set, at play and evenings. Powder and base all-in-one, in gorgeous mirror compact with puff. Choose the perfect-for-YOU shade.



**WESTMORE**  
*Kiss-Tested* lipstick

PROVED BEST in movie close-ups where lipstick MUST NOT SMEAR, even after kissing, eating, working under hot lights. Non-drying! Perfect-for-YOU shades.

59¢\* and 29¢\*

At all variety and drug stores.  
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THE WORLD WE LIVE IN: PART IX

# THE LAND OF THE SUN

The desert's stark domain supports  
creatures bred to its harsh demands

Text by LINCOLN BARNETT

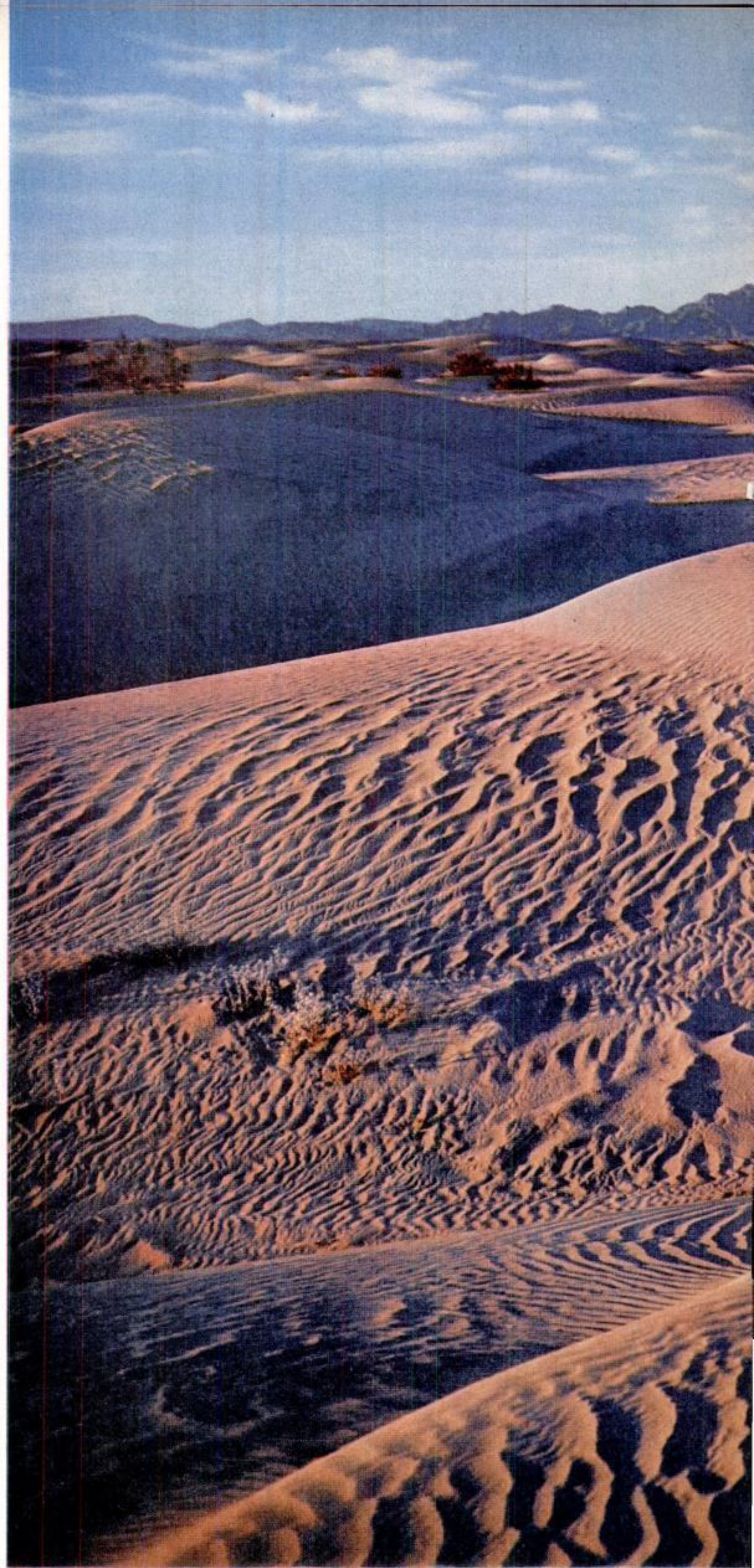
Geographers crowd in the edges of their maps parts of the world which they do not know about, adding notes in the margin to the effect that beyond this lies nothing but the sandy deserts full of wild beasts. . . .

PLUTARCH, *Lives*

FROM the dawn of exploration man has encouraged himself to believe that remote and uncharted terrain must be either too perilous or too worthless to know. Ancient geographers surrounded the known world with limitless wastes, infinite waters or an abyss. Today, although there are few blank areas remaining on the maps of the earth, many misconceptions persist; among these one of the most stubborn overhangs the 10 million square miles of the planetary surface that consist of desert country. For although most of the earth's wastelands have been crossed and recrossed by explorers and scientists—and sometimes by casual tourists as well—popular fancy continues to envisage a desert as a cruel, inimical expanse of shifting sands, lifeless, rainless, sun-seared, bleak and hostile as the dusty craters of the moon. This picture, however, is a fragmentary representation, applicable to only a small portion of the earth's desert land. Less than 30% of the Sahara consists of sand dunes; only 2% of the deserts of North America are overspread with dunes. In most desert regions plants grow, animals prosper and some rain descends.

Although differing widely in climate and conformation, all deserts, wherever they exist—whether they are hot like those of central Australia or cold like the Gobi—share certain aspects in common. They are lands of the sky—an enormous, overpowering sky, crystalline, fiery blue, arching above vistas of seemingly infinite space. Beneath its implacable glare the colors of the earth efface themselves; the world appears painted in pastel hues—soft tans, gray-greens and dull, muted reds. The mantle of green vegetation that softens the face of the land in gentler climes is sparse, worn and threadbare, and the geometry of the planet's crust is clearly disclosed. Hills and mountains stand forth bold and austere, naked in the clean, transparent air. Dry riverbeds furrow the eroded hills, crease the desert flats and vanish in the cracked mud of empty lakes, miles from the seas to which other rivers lead. From time to time swift winds race across the open plain, driving yellow clouds of dust aloft into the clean sky. By day the great ineluctable fact of the desert is the sun. By night it is the purple bowl of the heavens, sequined with innumerable stars.

Authorities do not agree on the precise geographical boundaries of the earth's deserts—where, for example, a semiarid region ends and a desert begins. Meteorologists have long cited as deserts those regions where evaporation exceeds precipitation. Botanists envisage them as regions of widely spaced and peculiarly specialized



SAND DUNES ROLLING TO REMOTE HORIZONS EPITOMIZE THE DESERT TO THE

vegetation. A common rule of thumb defines them as areas with an annual rainfall of less than 10 inches. For all the arguing over definition, the outstanding attribute of all deserts is dryness. And from this one basic quality stem all the other characteristics—botanical, zoological, geological—that make deserts what they are.

Although the word desert means, literally, a deserted or uninhabited place, the connotation is misleading. For the deserts have their populations—not the savage beasts of ancient superstition, but instead a host of small, burrowing creatures many of which are uniquely endowed with an ability to go through life without drinking water. And along with these unusual animals dwell similarly specialized plants, sparse and stunted but nevertheless dappling the pale wilderness with patches of silver-green. Unlike the grimly competing flora that struggles for light and root space in the moist valleys and lowlands of the rain-washed regions of the globe, these desert plants are widely dispersed, as in a park, with generous footpaths in between.





MIND OF MAN. BUT THOUGH THEY COMPOSE A CLASSIC SCENE, DUNES COVER BUT A FRACTION OF THE EARTH'S ARID LANDS. THESE STAND IN THE SONORAN DESERT

Many bear thorns and other defenses. Many have tiny leaves or no leaves at all. Yet they are plants and they are green and they flourish in the parched desert soil.

Contrary to popular opinion the desert, though dry, is not completely dry. Rainfall, however, is so meager and undependable that permanent streams cannot exist. (Rivers like the Nile or Colorado may flow through a desert, but their waters always spring from sources beyond the desert area.) Occasionally, a sudden downpour will fill the dried drainage systems of the desert with rushing torrents that roar down the parched canyons for perhaps an

hour or two and then sink without trace into the insatiable earth.

Although in most of the world's deserts the relative humidity is extremely low throughout the year, as in every domain of nature there are paradoxes. The coastal deserts of South America and Africa, for example, are "fog deserts"; they have high humidity, clouds and mists, but virtually no rain. The Sahara, on the other hand, shows a cloud cover of only 10% during the winter and less than 4% from June to October. As a corollary, deserts are the hottest places on earth. The highest temperature ever officially recorded was taken in the Sahara at Azizia, Libya: 136° in the shade. The U.S. record is not much lower: 134° at Death Valley, Calif. Yet, owing to their low humidity, deserts are subject to great ranges of temperature, both diurnally and seasonally. Such middle latitude deserts as the Gobi and Takla Makan of central Asia experience both scorching summers and freezing winters, with blizzards and wild subzero winds out of the Siberian wastes to the north.

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Paintings by JAMES PERRY WILSON, ROBERT GARTLAND  
 Maps by RICHARD EDES HARRISON  
 Photographs by LOOMIS DEAN, JOSEF MUENCH, HUBERT A. LOWMAN,  
 LEWIS WAYNE WALKER, ANDREAS FEININGER and O. ROACH

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## THE DESERT CONTINUED

The deserts that stipple the visage of the planet today did not exist always. Most of them evolved concurrently with the uplifting of the earth's highest mountain ranges during the last 15 million years. Today they form a distinct pattern, girdling the globe in two great belts above and below the equator in latitudes approximately  $15^{\circ}$  to  $40^{\circ}$  north and south (see map, right). Their distribution on the earth's surface reflects the physical factors that created them. Many complex agencies contribute to the formation of a desert, and it is seldom that the pattern of their interweaving is repeated. One feature common to most deserts is their location in the western portions of continents wherever warm, dry, descending air dissipates the cloud cover and allows more sunlight to reach and heat the land. Another obvious but inadequate factor is the rain-shadow effect of mountain ranges. It is evident that just as some of the rainiest regions of the earth lie on the windward side of mountains, so some of its most arid areas are situated in their lee. Yet mountain barriers alone cannot explain the intensely dry coastal deserts of Chile and Peru. Here the factor of ocean currents becomes important, for when cold currents parallel a coast, an anomalous combination of fog and aridity may be produced. In this case the Peru Current, which flows northward from the Antarctic, cools breezes from the Pacific, causing condensation and creating a heavy fog. And when the chilled and misty air reaches the land, it is warmed and its moisture capacity is thereby increased; and so, though the fog blows inland, it dissipates rapidly and seldom resolves into rain. The city of Lima, for example, has an annual rainfall of two inches, though it is often enshrouded

in melancholy mists. And the adjacent Atacama Desert, with a precipitation average of less than .5 inch per year, is the driest desert in the world—though it lies only a few miles from the sea.

Virtually all these factors affect America's Sonoran Desert whose various aspects are illustrated in this essay as archetypal of the deserts of the world. Coastal ranges of California and Mexico shadow its inland reaches from rain-bearing winds from the Pacific. The cold California Current influences its coastal sections, creating typical fog-desert conditions along the narrow peninsula of Baja California. Its interior is bathed by dry, descending air. Though smaller by far, the Sonoran Desert presents a compact analogue of the great Sahara. In some respects it is peculiarly American. But its elemental land forms—its bald, eroded mountains, its desert flats, alluvial fans and restless dunes, its parched riverbeds and waterless lakes are features of the greater desert world.

From above, by day, the golden sun glares down with the same unblinking eye that scans the haunted wastes of Asia. By night the Milky Way streams across the firmament and the stars burn with the same intensity that bemused Alexandrian astronomers 2,000 years ago. In every direction across its vast, flat and clean expanses there flow glassy rivers of pellucid space. Everywhere—as in the harsh Gobi Desert, the sandy wastes of the Empty Quarter of Saudi Arabia, and the scorched gibber plains of Australia—everywhere

... The desert-circle spreads,  
Like the round ocean, girdled with the sky.

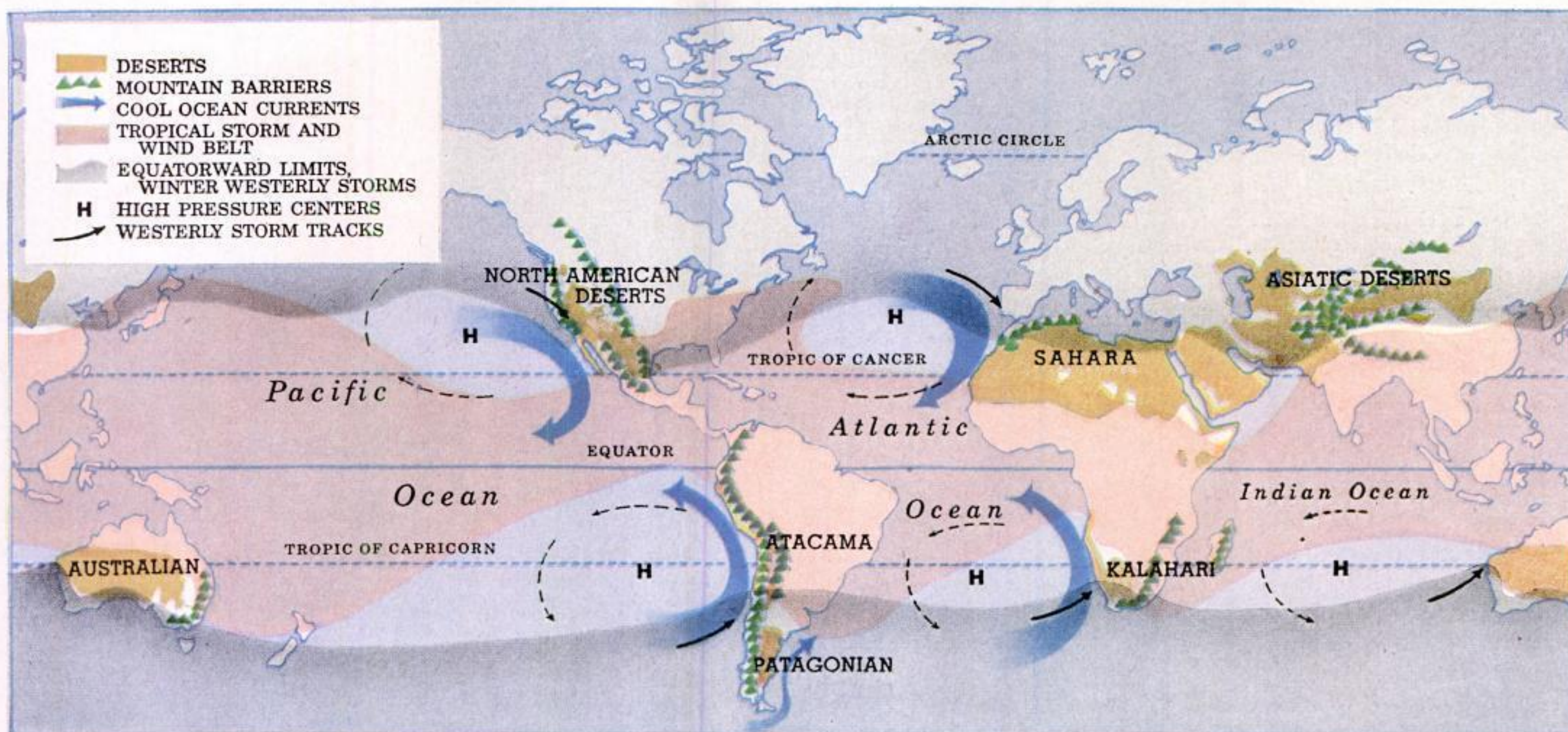
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**NORTH AMERICA'S DESERTS** are situated in the western portion of the U.S. and the northern part of Mexico, mostly in rugged country where high coastal ranges effectively shadow their depressed basins from moisture-laden winds from

the sea. Although geographers recognize four separate deserts in this generally arid region, their boundaries are not everywhere distinct. This map focuses on the heart of the Sonoran Desert which covers a total area of about 120,000 square





**DESERTS OF THE WORLD** are deployed in two globe-girdling bands, north and south of the equator. They lie generally between the moist mid-latitude westerlies and the equatorial rainy belt. Often they occur in the west of continents where

dry winds, circling offshore highs, sweep parallel to the shore, creating mist over cold currents but carrying little rain inland. The Asiatic deserts are exceptions. They are caused by sheer distance from the sea and by encircling mountains.



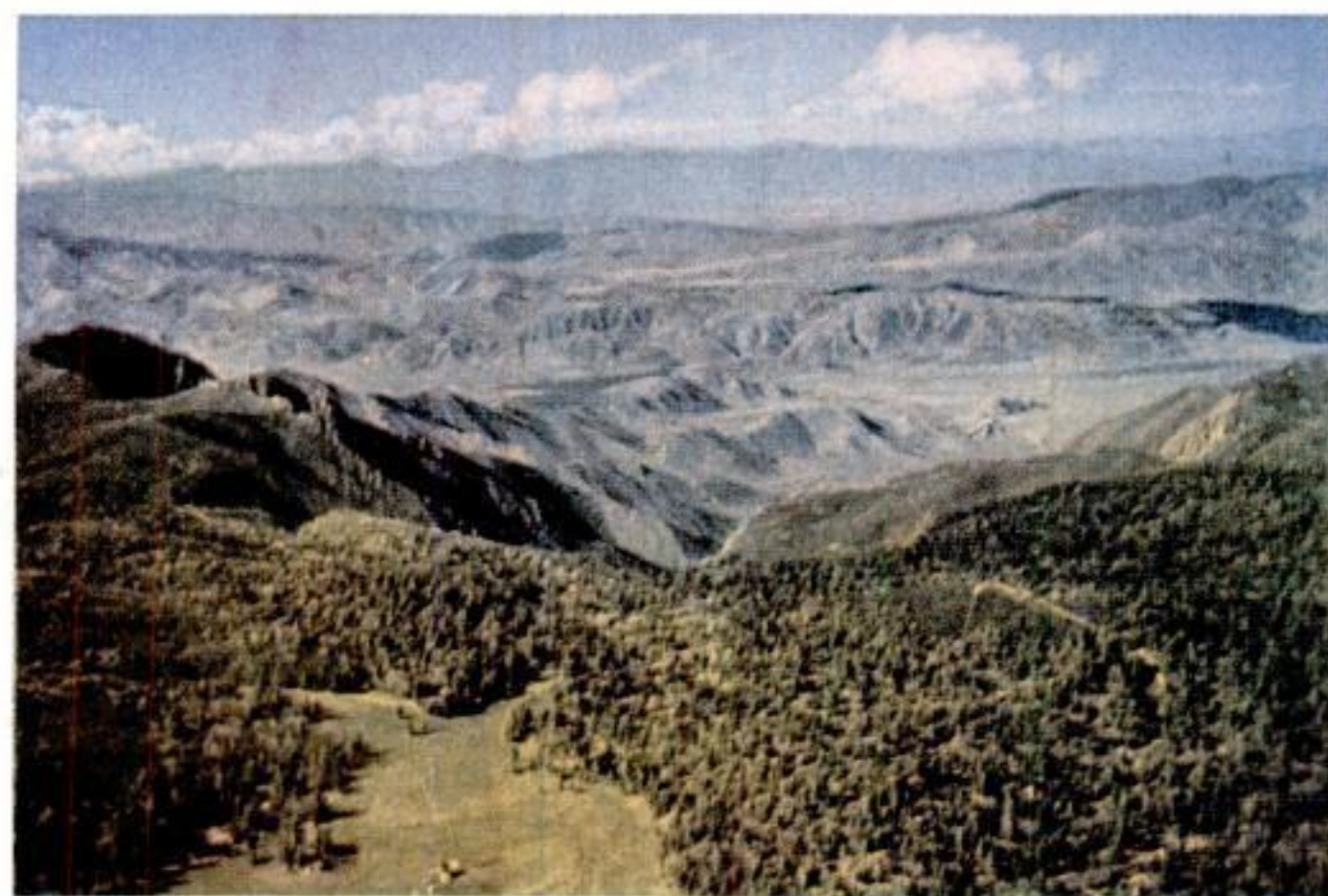
miles in those sections of the U.S. and Mexico surrounding the Gulf of California. Also visible are the Mojave Desert, a western extension of the Chihuahuan Desert (right) and a bit of the Great Basin Desert of Nevada to the north (top

left). Of the four the Sonoran is generally the most extreme, though a weather station at Death Valley holds the U.S. records for high temperature and minimum precipitation. The average July temperature at Death Valley is 102° in the shade.





**A DRY LAKE**, called a playa, lies in the bottom of a valley in the Sonoran Desert. The flat, cracked floors of playas are familiar features of desert landscapes. Below: the Borrego badlands reveal the intricate sculpture of violent desert rains.



**THE EDGE OF THE DESERT** is clearly defined in this aerial view of the Laguna escarpment, showing the abrupt division between the coastal climate of the wooded western slopes (*foreground*) and the arid climate in the rain shadow to the east.

## THE DESERT COUNTENANCE

**I**N the desert, more than anywhere on earth, the architecture of the planet's surface stands revealed. Here no obscuring mask of green conceals the craggy contours of the earth's tormented crust. The creased and furrowed faces of the mountains rise abruptly from the naked flats. The arid beds of evanescent streams are walled by steep banks and sheer cliffs. The floors of empty lakes are intricate mosaics wrought in mud, seamed and fissured by the thirsty sun.

Paradoxically the architect and sculptor of the harsh desert landscape is running water. Sparse and infrequent though they are, desert rains descend with torrential violence, creating wild streams which rush down the barren flanks of mountains, unhindered by trees or soil, and bite deeply into the rock, carving it into sharp, angular forms. And as they erode they transport and deposit sediment, piling it up at the foot of the mountains in gently sloping bajadas or alluvial fans (See "The Face of the Land," April 13, 1953). Thence they spread out across the desert flats, cutting their own drainage channels. Sometimes, when the underlying rock is soft, they dissect the land into an intricate maze of narrow canyons and knife-edge ridges known as badlands (*left, below*).

But unlike the streams of humid lands they seldom reach the sea. For the drainage pattern of desert regions is an internal one, distinctive to deserts the world over. The dry washes which in the U.S. are called canyons or arroyos, are known as *wadis* in the Sahara, *sai* in the Gobi Desert, and *laagtes* in the Kalahari of South Africa. The swift flood waters that pour briefly down their scorched beds end up eventually in closed basins where they form temporary lakes or playas. Some playas remain moist, with water tables only a foot or two below the surface or even with a shallow brackish layer of water above the floor. But more often the ephemeral floods seep into the parched earth and disappear, leaving a surface that quickly anneals and cracks in the hot sun (*left, above*). Few plants can grow on these dry lakes for their floors are cement-hard and laden with salts. But around their edges a few green rings of saltbush and mesquite subsist, merging gradually into the bur sage and creosote bushes of the surrounding desert flats.

Usually no more than one fifth of the vast, level expanse of the desert flats is covered with vegetation. For the rest, there are only vistas of mingled sand and gravel, or naked rock. Where sands are exposed to persistent winds, dunes may form and march across the landscape in endless, shifting ranks. More widespread than dunes are areas where coarse fragments of rocks have been laid down by water and planed by winds, leaving a desert "pavement" neatly fitted as though by man. In the Sahara and other arid regions of the ancient world, though not in North America, broad stretches of the underlying bedrock called *hammadas* lie exposed to the sky.

Here and there, amid the most forbidding of desert wastelands, an occasional emerald oasis glistens in the wilderness as a reminder of the persistence of life. For underground water may sometimes emerge at the toe of alluvial fans or seep to the surface in isolated pockets and basins; and wherever fresh water exists, plants will grow.





**AN OASIS** flourishes around a snow-fed stream in a canyon of Mt. San Jacinto on the western border of the Sonoran Desert. Any green or fertile place in the desert is an oasis, whatever the source of water. Thus the flood plains of the Nile

and Colorado rivers are vast oases, and so are arid areas irrigated by man. Here fresh water has engendered a handsome stand of desert fan palms. Equally common in American oases are cottonwoods, desert willows, rushes and tules.





**A KANGAROO RAT** leaps to evade the strikes of a hungry king snake. Like most desert carnivores the king snake requires moist-fleshed prey to fulfill his water needs. The little kangaroo rat can subsist on dry seeds alone.

## ANIMALS OF THE WATERLESS WORLD

**S**INCE water is the basis of life, composing the greater part of the tissues of all living things, the crucial problem of desert animals is to survive in a world where sources of flowing water are rare. And since man's inexorable necessity is to absorb large quantities of water at frequent intervals, he can scarcely comprehend that many creatures of the desert pass their entire lives without a single drop.

Uncompromising as it is, the desert has not eliminated life but only those forms unable to withstand its desiccating effects. No moist-skinned, water-loving animals can exist there. Few large animals are found: the giants of the North American desert are the deer, the coyote and the bobcat. Since desert country is open, it holds more swift-footed, running and leaping creatures than the tangled forests. Its populations are largely nocturnal, silent, filled with reticence and ruled by stealth. Yet they are not emaciated. Having adapted to their austere environment, they are as healthy as animals anywhere on earth.

The secret of their adjustment lies in a combination of behavior and physiology. None could survive if, like mad dogs and Englishmen, they went out in the noonday sun; many would die in a matter of minutes. So most of them pass the burning hours asleep in cool, humid burrows underneath the ground, emerging to hunt only by night. The surface of the sun-baked desert averages around 150°, but 18 inches down the temperature is only 60°.

While most desert animals will drink water if confronted with it, for many of them the opportunity never comes. Yet all living things must have water or expire. The herbivores find it in desert plants. The carnivores slake their thirst with the flesh and blood of living prey. One of the most remarkable adjustments, however, has been made by the tiny kangaroo rat (*above*), who not only lives without drinking but subsists on a diet of dry seeds containing but 5% of free water. Like other animals he has the ability to manufacture water in his body by the metabolic conversion of carbohydrates. But he is notable for the parsimony with which he conserves his small supply by every possible means, expending only minuscule amounts in his excreta and through evaporation from his respiratory tract.

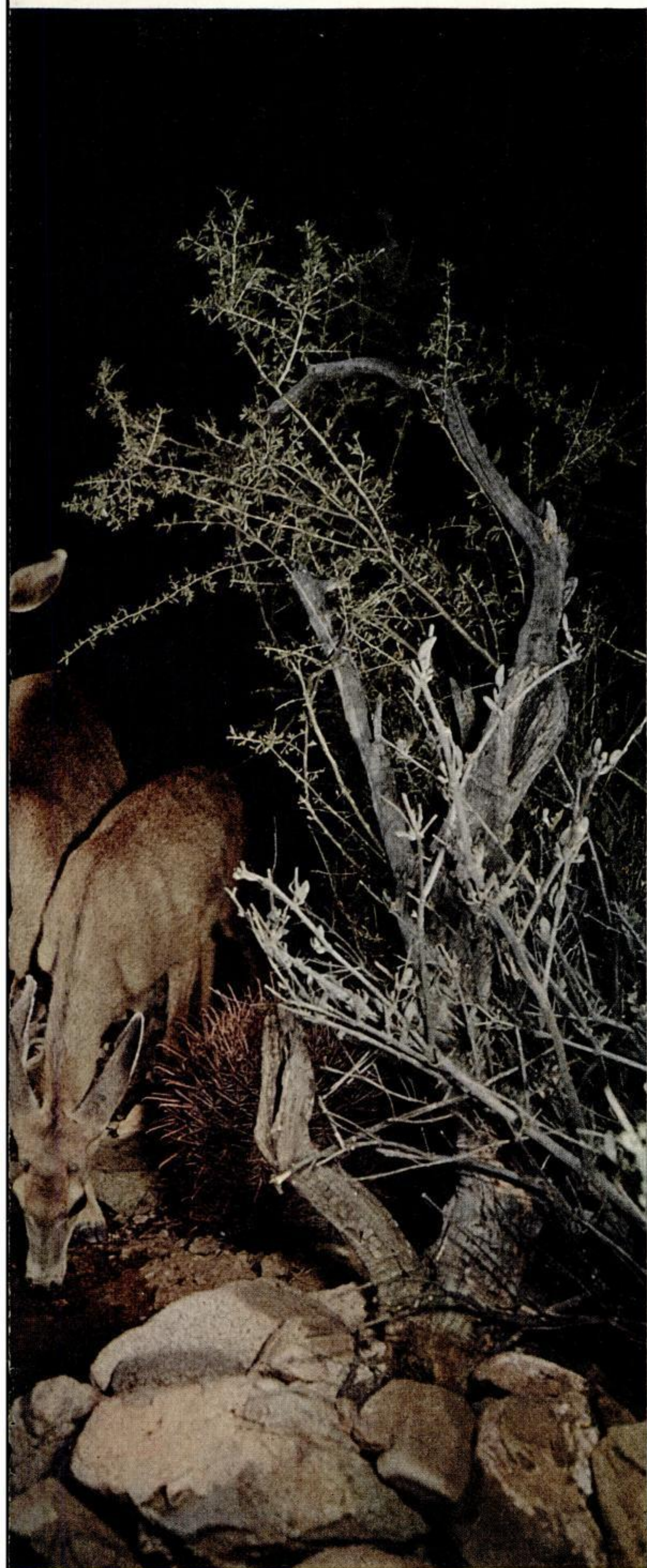
Given these endowments man might be the most successful of desert animals, for he can subject himself to sustained activity in temperatures that would kill other creatures. But his very capacity for this is the consequence of his delicate heat-regulating system. Man's body is a water-cooled engine. In extreme heat he may lose as much as a quart an hour by perspiration. Without water he could live only two or three days at a temperature of 100°. At 120° he might not last a day.

CONTINUED ON NEXT PAGE



**DESERT MULE DEER** convene by night at a water hole. Most creatures of the desert drink when water is at hand, but for many it is a luxury rather than a need. Whether deer are drawn to oases for water or for their vegetation is not known.





A **BOBCAT** devours a ground squirrel which provides him with both food and drink. A versatile beast, the bobcat ranges from coast to coast. At home in both swamps and woodlands, he has adapted himself to the desert environment. →



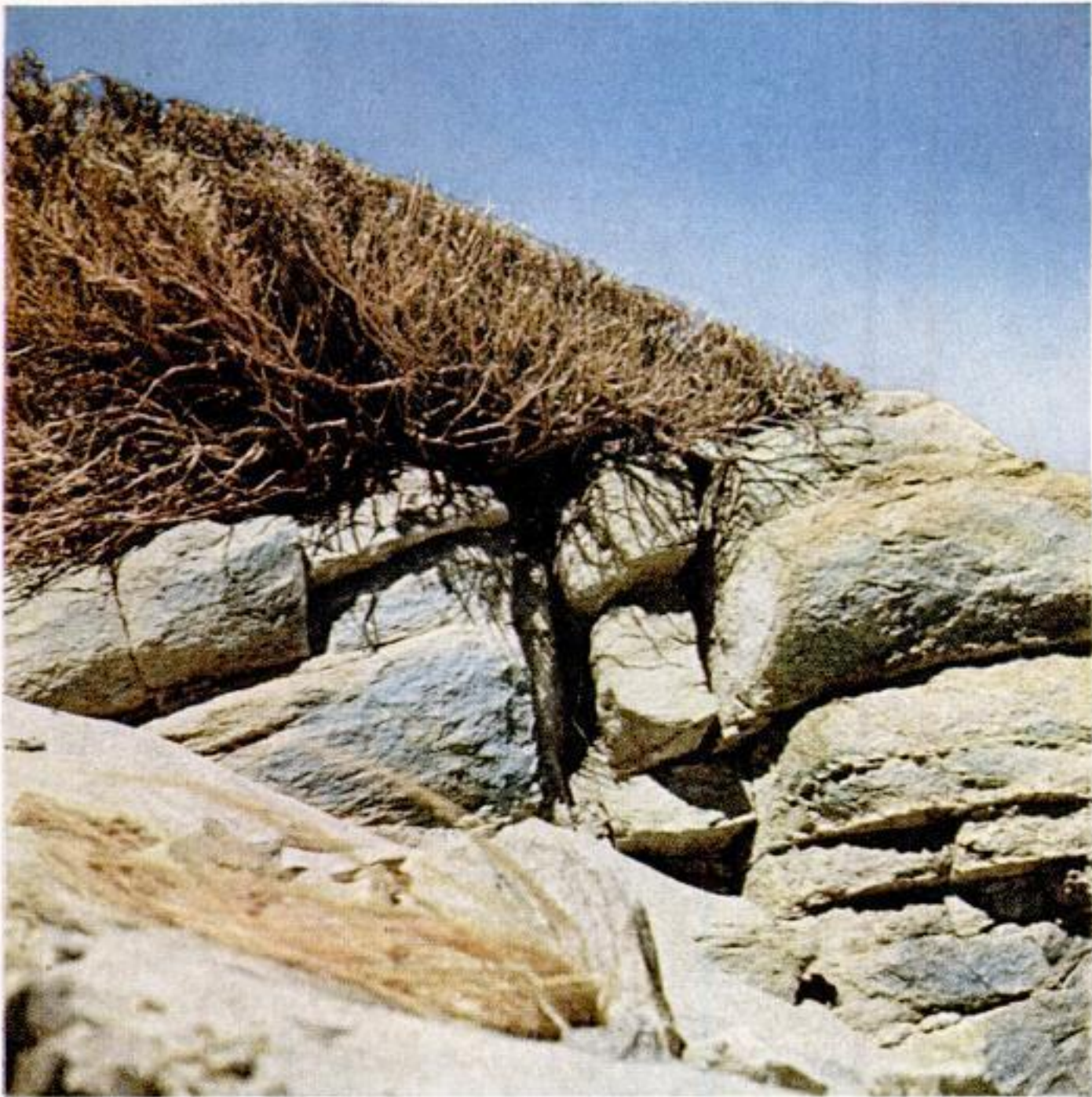
**PECCARY** grub in the damp mud at the base of a spiny cholla. The only native American wild pig, the peccary (known in the Southwest as javelina) has omnivorous tastes and a hearty appetite: it will eat anything from snakes to cactus.



A **PACK RAT** makes a meal of prickly pear. Like most cactus plants the prickly pear is extremely succulent: 90% of its weight consists of water. For such vegetarians of the desert as the pack rat it effectively resolves all water problems.







**A WIND-SHEARED BUSH** in San Geronio Pass attests to the abrasive power of the desert wind. Blowing up the hill from right to left with steady force, the wind has pruned the shrub in line with the contours of the rock that shelters it.

## CUTTING WIND AND SAVAGE SUN

**A**LTHOUGH the living things of the desert dwell in a relatively uniform and unchanging climate, wind and sun occasionally subject them to rigorous extremes. The clean, transparent air that overhangs the desert like a skylight of the purest glass is sullied from time to time by clouds of dust and sand. Trammeled by no thick stands of trees, winds ride unbridled across the barren flats. With them rides the fierce sand, blasting objects in its path. The finer particles of dust spiral aloft, diffusing in opaque clouds that dim the sun until the caprice of the winds sets them down on other landscapes far away.

The desert air is often troubled too on windless days by the influence of the sun. Heated by the blaze of noon, the atmospheric layer closest to the ground may form a refracting layer that bends light waves from above, producing inverse images and reflecting the blue ocean of the sky. From this effect originates the mirage—blue lakes and rivers shimmering in the arid wilderness, where the very absence of water has brought into being a unique domain of life (*next pages*).

CONTINUED ON NEXT PAGE



**A WATER MIRAGE** (*below*) shimmers above a dry lake in Mexico. This common type of mirage is caused by a thin layer of hot air near the ground on which the sky is reflected. Here vegetation appears to be reflected in turn upon the "lake."

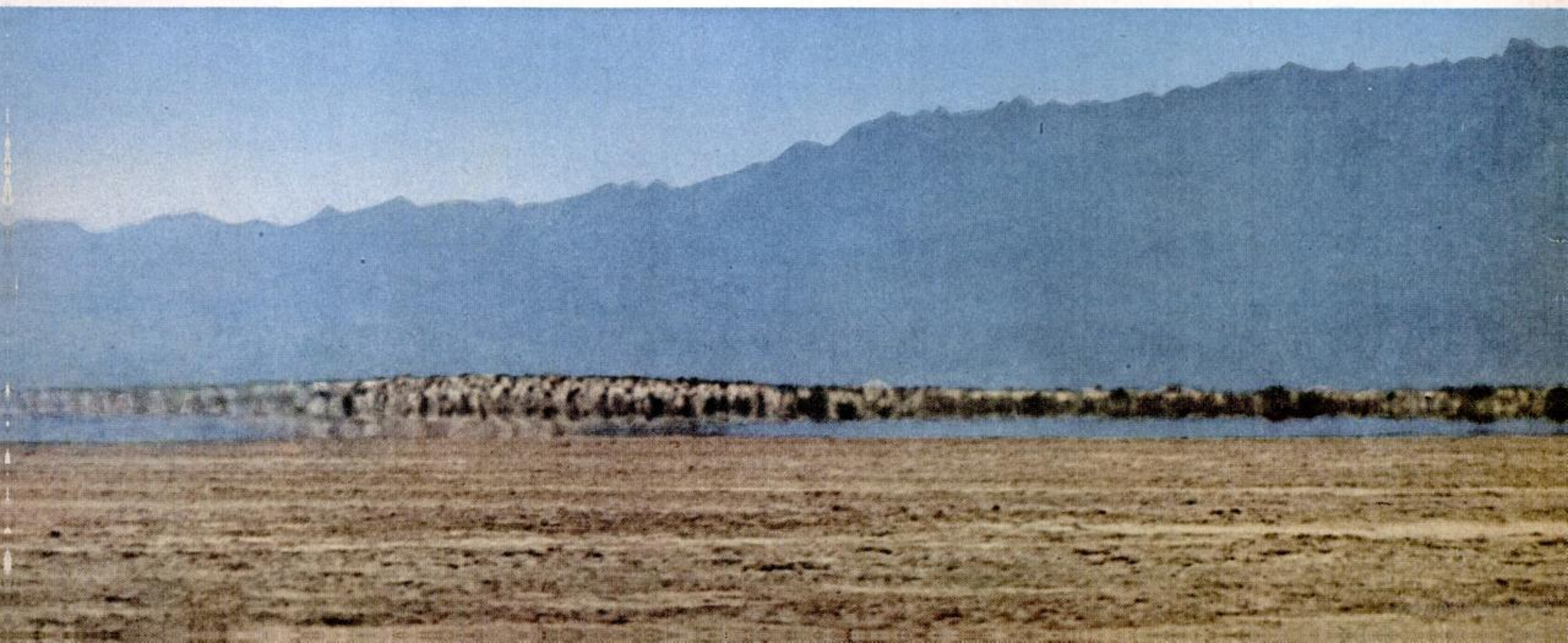






**A DUST STORM** (*above*) sweeps across the Arizona desert, filling the air with billowing clouds of choking particles. With little vegetation to slow its course, the desert wind can lift dust aloft until the sun is darkened. Dust storms differ

from sandstorms, whose heavier particles move across the desert in a low cloud or carpet with a clearly defined upper boundary. Dust, however, is so fine that a strong wind can waft it thousands of feet into the air, hundreds of miles away.







CHUCKAWALLA  
SPOTTED SKUNK  
PACK RAT

COLLARED LIZARD  
GILA MONSTER  
WHITE-FOOTED MOUSE

CACTUS WREN  
JACK RABBIT  
LECONTE'S THRASHER  
ANTELOPE GROUND SQUIRREL

BULL SNAKE

## THE DESERT BY DAY

AS dawn breaks over the desert flats, the golden embers of the stars grow cold and the sky begins to glimmer with pale internal light. Now the animal populations are on the move, now is the time for the changing of the watch. The last hunters of the night come home and vanish in their burrows. The diurnal animals begin to stir, poking their noses forth to sniff the air of morning.

The sun climbs higher, and by 9 a.m. the day's activities are under way. It is this particular hour on a bright May morning in the Sonoran Desert that the painting on these pages reveals, encompassing in a single panorama life above and below the ground and illustrating two kinds of desert terrain—a bajada slope (*left*) with its

coarse soil and plant cover of giant saguaros, yellow-green paloverde trees, flame-tipped deerhorn chollas, barrel cactus, teddybear cactus and prickly pears; and a desert flat (*right*) with its finer soil and mottling of green creosote bushes and bur sage.

In the desert, as everywhere, the first creatures to arise are the birds. High temperatures are fatal to them and they must feed either early in the morning or late in the afternoon. During the heat of mid-day they must seek shade. Some make their homes inside the thick, moisture-laden columns of the giant saguaros. The cactus wren establishes its fortress among the fierce, impregnable spines of the cholla. Some birds fly long distances in quest of springs or pools. But most of them, like Leconte's thrasher and Gambel's quail, fulfill their needs with berries, seeds, insects and spiders. Predaceous birds obtain sufficient moisture from the bodies of their prey. The turkey vulture





RING-TAILED CAT  
CHUCKAWALLA

PACK RAT  
ANTELOPE GROUND SQUIRREL

HORNED OWL  
BULL SNAKE

SPOTTED SKUNK  
DESERT TORTOISE

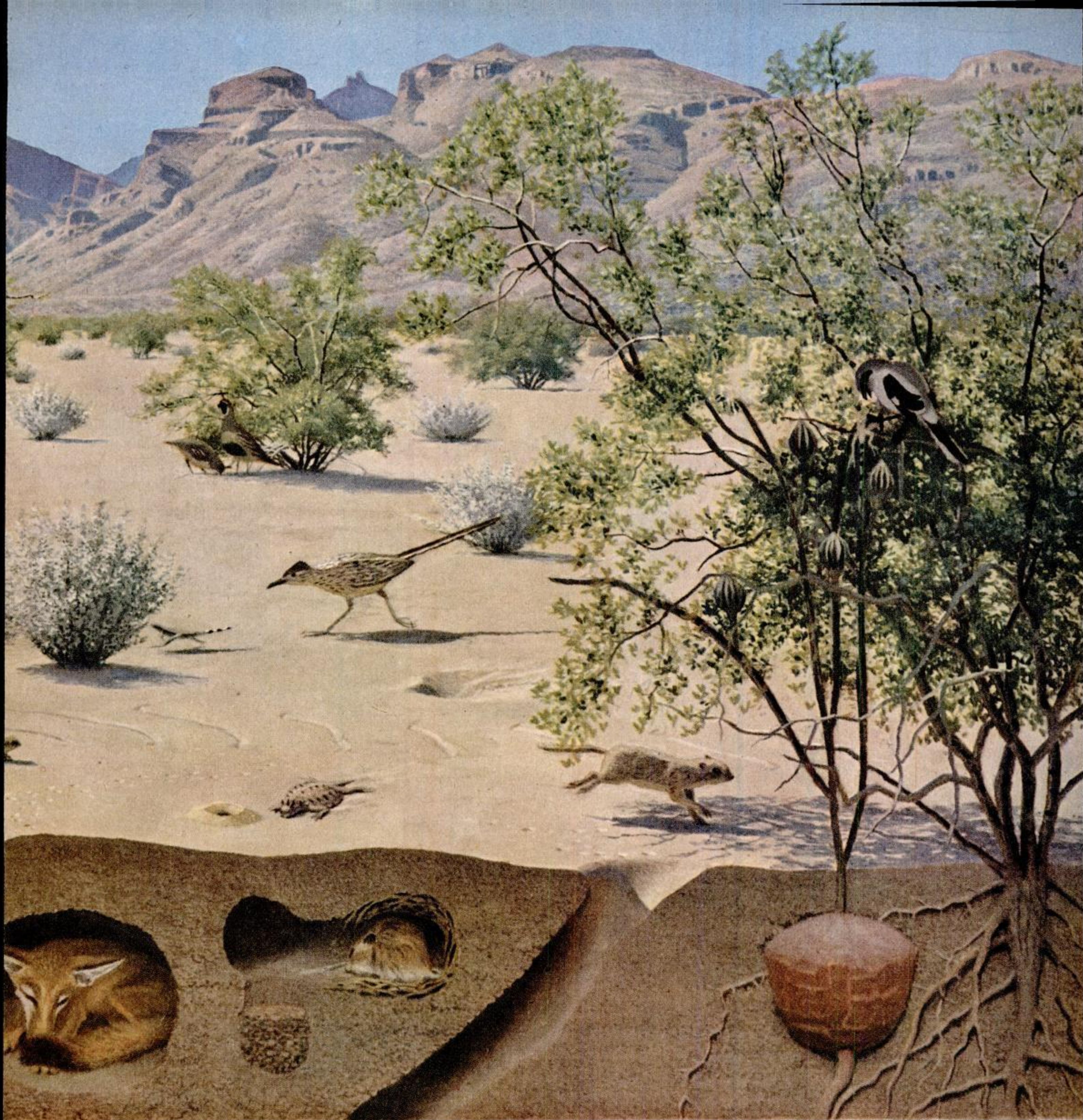
## THE DESERT BY NIGHT

**B**Y evening the unending battles of hunter and hunted are raging underneath the heedless stars. Snug in their secret strongholds, the creatures of the day lie sleeping—the chuckawalla in his rock crevice, the squirrel, tortoise and iguana in their burrows, the horned lizard beneath a shallow coverlet of sand. The bull snake occupies the home of some hapless rodent—with the rodent inside its belly. Meanwhile above them the desert flats shimmer with the silent shadows of the protagonists of the night, ever hungry, ever alert, darting in swift pursuit and flight.

In the grim food chain of the desert nearly every creature represents a meal for others larger than itself. As in the sea and every realm of nature, the great devour the small. At the bottom of the

hierarchy stand the rodents, whose enemies lurk everywhere. They provide food for all—mammals, reptiles, birds. Yet they too must eat, and so they walk forth into the night's infinite dangers. The pack rat, having dined on cactus, mesquite leaves and prickly pear, proceeds with his obsessive occupation—adding litter to his nest—cactus pads, sticks, stones, rubbish of every description. Oblivious of his fate he goes about his business like the fanatical collector that he is. His cousin, the white-footed mouse, also lives dangerously, for though he can subsist on vegetation, he owns a fondness for insects and spiders and sometimes risks his life to get them. A more distant relative, the kangaroo rat, has somewhat better habits. He too is a hoarder and spends much time sifting the soil for seeds which he carries to his ample, underground abode. But he is extremely agile, capable of leaping high in the air; he has a trick, too, of kicking sand into the eyes of would-be assassins. Yet the kangaroo rat is a tasty morsel, enjoyed





GAMBEL'S QUAIL  
GRIDIRON-TAILED LIZARD

ROAD-RUNNER  
HORNED LIZARD  
KANGAROO RAT

KIT FOX

ROUND-TAILED GROUND SQUIRREL

SHRIKE

bull snake and the tortoise. By and large the mammals remain inactive during the day. The jack rabbit may appear in early morning but often as not will seek the shade of a jojoba bush when the heat becomes intense. Only the playful ground squirrels and the peccary—native wild pigs—may still be active as the sun climbs toward the zenith. For the others the approach of noon is the signal for siesta, a time to take refuge in their burrows or in the shelter of rocks and shrubs. Noon and early afternoon are silent hours—the desert appears an empty wasteland, devoid of motion and of life. Toward evening, when the ferocity of the sun has waned, the creatures of the day emerge again for one last feeding before night falls.

Meanwhile, all day long, another entire population has lain dormant, sleeping away the intolerable bright hours. Some of its members, like the spotted skunk and the poisonous Gila monster, slumber

in rock cavities. The pack rat enjoys security in his shallow trench overlain with cactus pads, plant litter and other movable debris. The coyote, which has few enemies save man, dozes in the shade of a creosote bush. The badger suns himself in the mouth of his capacious burrow. The sidewinder rattlesnake coils himself in a flattened pad, sometimes—if the heat is not too great—in the open sand. But there are also many less audacious creatures underneath the ground—the kangaroo rat, the white-footed mouse, the pocket mouse, and the shy kit fox, asleep in their subterranean chambers. As daylight dies, surrendering its colors to silver dusk, the first of these nocturnal animals awake and stretch themselves. Emerging from their hiding places they meet the rear guard of the day, withdrawing from their darkening hunting grounds. It is at this transitional hour of fading twilight, spreading starlight, that the desert comes most alive.

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PECCARY

DESERT TORTOISE

BADGER

SIDEWINDER  
POCKET MOUSE

COYOTE

DESERT IGUANA

circles ceaselessly in the flaming sky, scanning the desert for the morsel of carrion that will provide its dinner. On the ground the swift road-runner sprints across the flats, topknot bobbing, tail rampant, in hot pursuit of juicy snakes and lizards. And among the branches of a creosote bush the shrike impales his living prey upon a twig and leaves it there for future reference.

The lizards are by and large diurnal animals, though cold-blooded and extremely sensitive to heat. Even the beady-eyed chuckawalla, which reputedly suns itself on rocks too hot for man to touch, can stand only a few minutes' exposure before retreating to his cool crevice in the rocks. Like other desert populations the lizards display a wide diversity of habit and ways of life. The chuckawalla is a vegetarian, especially addicted to flower buds and blossoms. The collared lizard is not only carnivorous but cannibalistic. The horned

lizard (often misnamed horned toad) loves ants and spends long happy hours squatting next to anthills, lapping up the occupants as they appear. In the matter of defense lizards are equally diversified. The gridiron-tailed lizard relies on speed, running on his hind legs like a miniature dinosaur, and making as much as 15 miles per hour—high speed for a lizard but not quite fast enough to escape the road-runner's rapacious beak. The chuckawalla's curious defense when in peril is to squeeze himself into a crevice in the rocks and inflate himself with air, thus making it impossible to pull him out—unless he is punctured first. The desert iguana has a more spectacular talent; when seized from behind he sheds his tail and, leaving it behind to fascinate the foe, he escapes and grows a new one.

Apart from the birds and lizards the desert animals are generally nocturnal (*following pages*). Two notable reptilian exceptions are the





COYOTE  
DIAMONDBACK RATTLESNAKE

JACK RABBIT  
WHITE-FOOTED MOUSE

GILA MONSTER  
KANGAROO RAT

SIDEWINDER  
DESERT IGUANA

by virtually every carnivore on the desert flats. His close kin, the pocket mouse, another seed collector, is almost equally in demand.

Less vulnerable than the mice, but still a fugitive, is the black-tailed jack rabbit, a lean and lanky sprinter capable of bursts of speed up to 45 mph and leaps as long as 15 feet. Essentially a vegetarian, fond of succulent plants and the bark of shrubs, the jack is active day and night, for his appetite is large. Intermediate in the food chain is the spotted skunk—at once predator and prey. Omnivorous, his diet includes cactus fruits, crickets, grasshoppers and at times carrion. But he is also a flesh-eater, a fancier of mice and baby rabbits. Livelier and smaller than his cousin, the familiar striped skunk, he possesses the same chemical armament, plus a psychological weapon—a trick of standing on his hands in moments of peril or excitement to confuse his enemies. He has a number of foes, among them the horned owl, a nocturnal bird of prey, whose soft plumage renders its

flight completely noiseless as it swoops down upon an unsuspecting victim with cruel talons outspread.

Certain poisonous reptiles also haunt the flats by night. One of the few nocturnal lizards is the Gila monster, which, along with a related Mexican species, shares the distinction of being the only venomous lizard in the world. Docile and slow-moving, the Gila monster does not bite unless provoked. Its favorite food consists of quail eggs, young rabbits and ground squirrels. Vastly more dangerous and aggressive are the desert rattlesnakes: the diamondback, an irritable predator, averaging about 3½ feet in length, which comes forth at night in quest of rodents, birds and rabbits; and the sidewinder, a smaller but no less active reptile with a unique method of locomotion that carries it broadside across the sands.

The aristocrats of the desert night are the larger mammals. Perhaps the most curious of these is the shrewd and handsome ring-tailed cat.





POCKET MOUSE

KIT FOX

BOBCAT

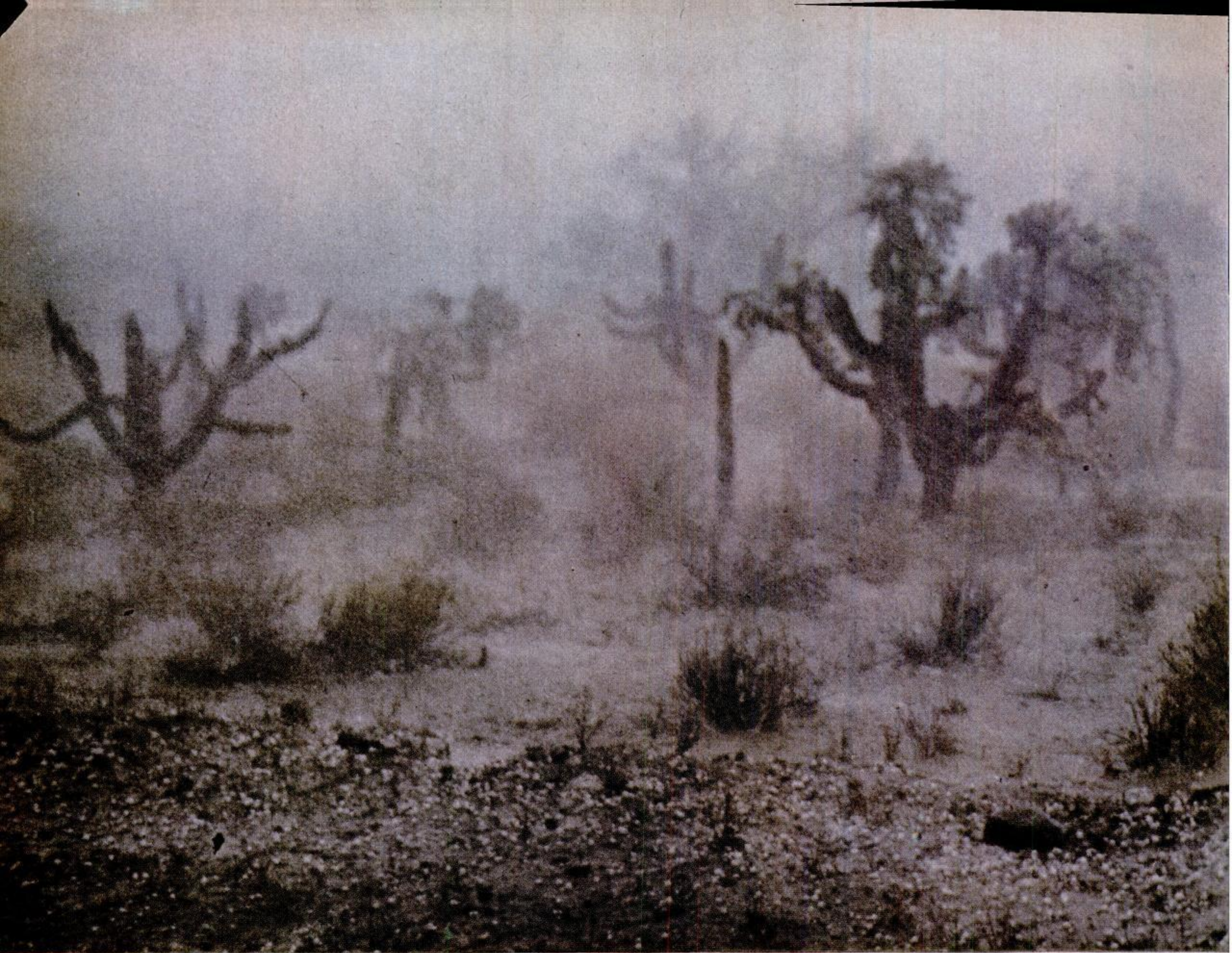
BADGER

Agile, inquisitive, strictly nocturnal, he spends his days in the rocky foothills and appears on the desert floor late at night. His favorite food is pack rat; indeed he seldom is found where pack rats are not present. Equally single-minded, the shy and dainty kit fox is the special connoisseur of kangaroo rats, preferring them above all other prey. Diminutive, scarcely larger than a house cat, the kit fox can run for short distances at incredible speed and succumbs to few antagonists. One of these is the bobcat, a sly hunter and ferocious fighter that dwells in the rugged canyons and ledge country by day, descending only at night to prowl the desert flats. He has few enemies to fear. Another confident and relatively independent hunter is the badger, whose specialty is digging. Endowed with powerful front feet and long, sharp claws, he lives boldly in open places where he can best practice his profession of excavating the homes of ground-dwelling, diurnal rodents. The best-known of desert animals, and monarch of the flats,

however, is the handsome, lean coyote, whose lonely howls resound at dusk across the darkening sands. A versatile hunter, he can stalk and dig with equal success. Though a carnivore by preference, the coyote will not turn up his nose at carrion, cactus or mesquite beans.

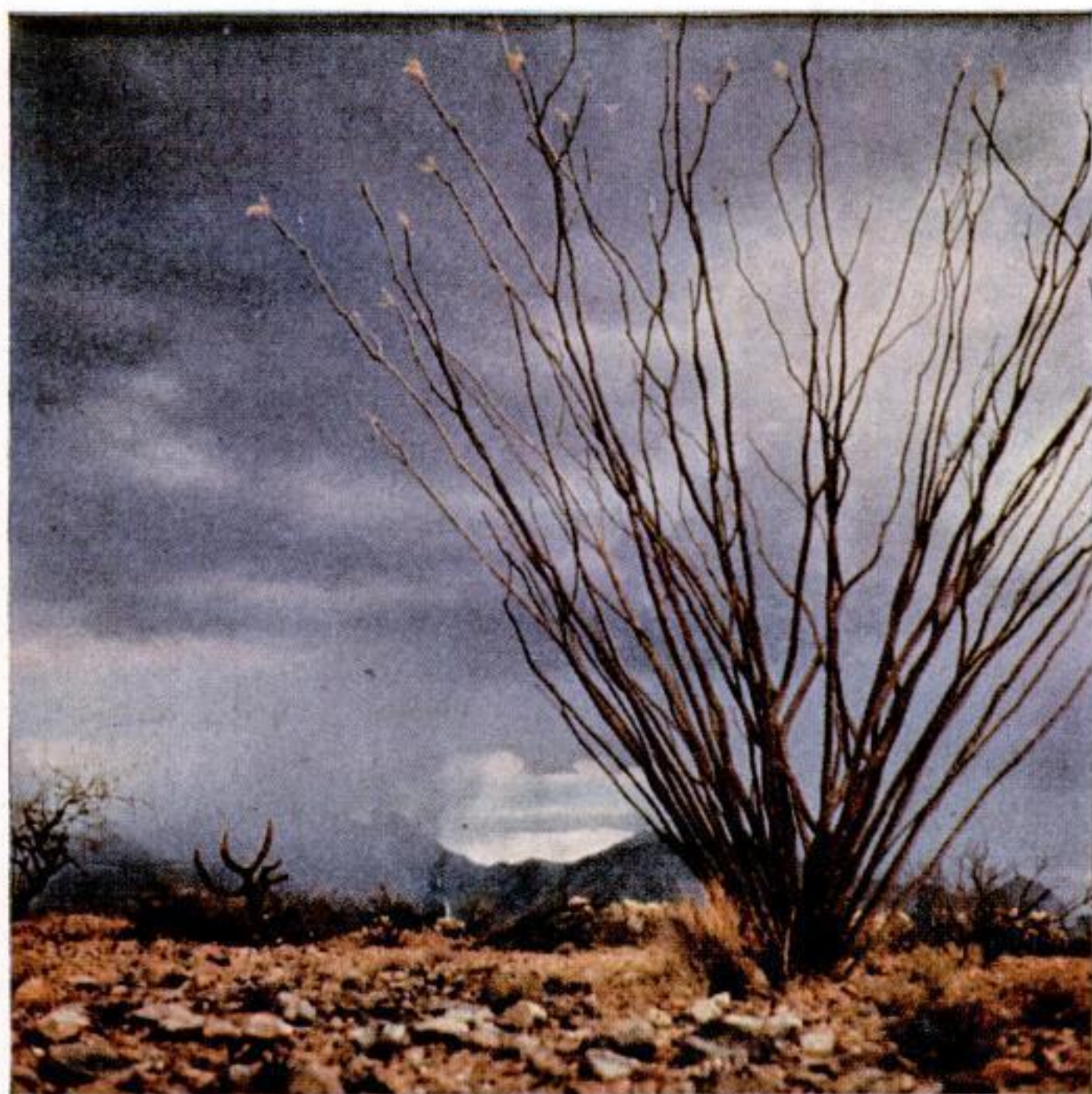
And so at night the starlit flats become a murmurous battleground of innumerable small, secret tragedies and triumphs known only to the principals for whom the outcome means a sated belly or sudden death. Gradually, as the stars fade, the animals dissolve from the scene. One of the last to retire is the little western bat who through the long, dark hours has fluttered above the flats, hunting moths and other insects of the night. Then, as the bright banners of dawn unfurl across the sky and the white blossoms of the night-blooming cereus end their brief interlude of fragrant life, he folds his leathern wings and crawls into some narrow crevice in the rocks to slumber away the day. By then the birds of morning are already on the wing.





**A SUMMER THUNDERSTORM** expends its fury on the Arizona desert, lashing the cactus-covered flats with wind, water and hail. Such savage downpours occur mainly in the midsummer months when seasonal changes in wind and pressure

systems bring moist tongues of air in from the Gulf of Mexico. Some of these reach southern Arizona where low pressure centers tend to form over the desert as a consequence of the intense heating of the land. Crossing the hot sands, the



**A PILLAR OF RAIN** slants out of a thunderhead in the distance. It is at the base of such dense rain columns that deluges like that shown in the picture at top occur. Summer rain will soon bring leaves to the naked ocotillo in the foreground.

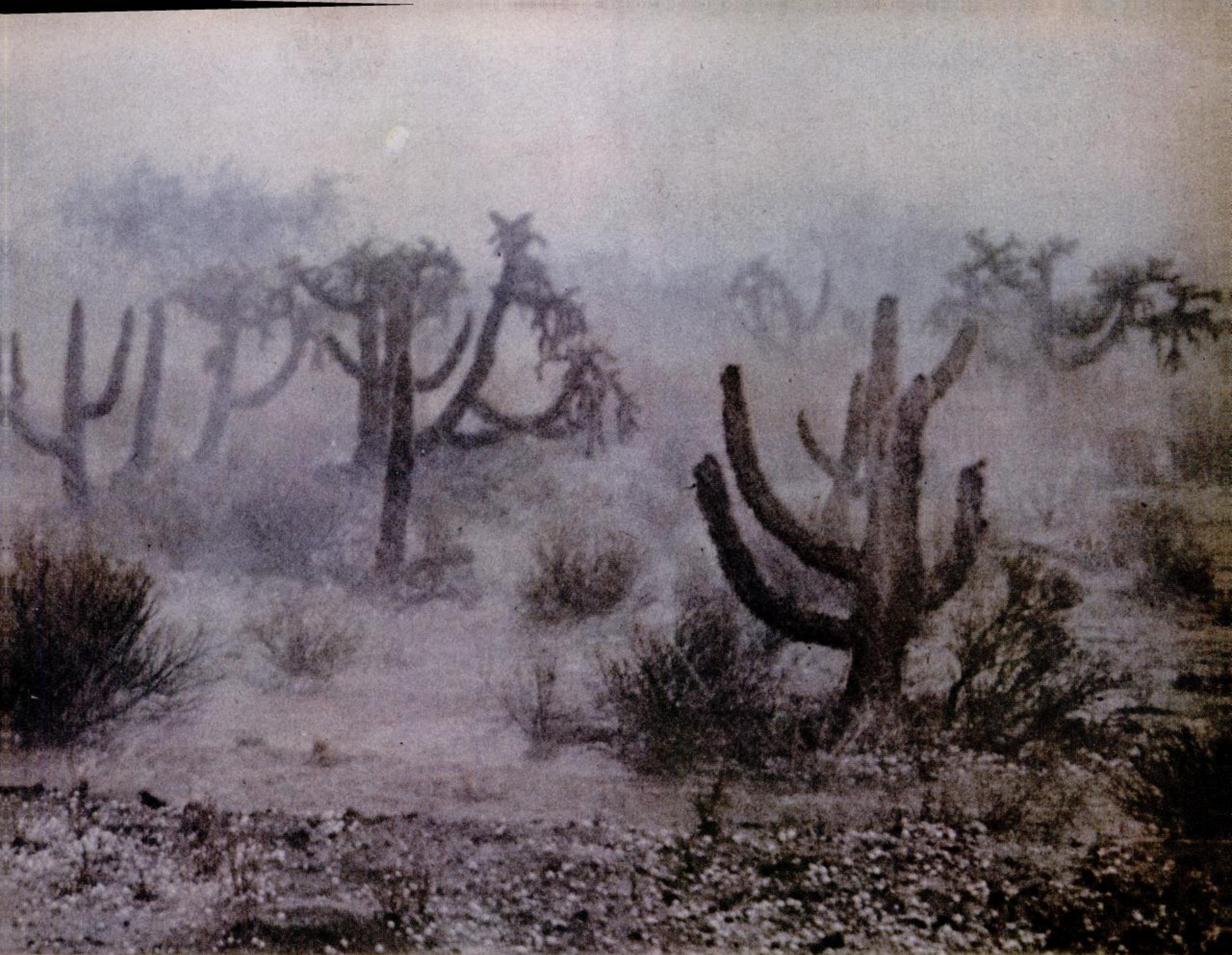
## WHEN THE RAINS COME

**T**HERE is no place on earth so arid that it has never felt the touch of rain. For the skies are open and from time to time errant storm clouds wheel around the barriers reared by mountain ranges, pressure systems and the seas, and pour their waters onto unaccustomed lands. In general desert rains originate from two seasonal sources: cyclonic storms borne by the westerlies in winter and local thunderstorms in summer. Yet they are so capricious that in one place none will fall for years on end; others may receive a year's supply in one swift deluge. Frequently evaporation is so rapid that raindrops dissipate in the upper air and never reach the ground. Since desert storms are often local, moistening a few square miles at most, regional averages are meaningless. The whole Sahara, for example, is said to average a little under five inches annually. Yet at the outpost of Dakhla no rain fell for 11 years.

When they arrive, the desert rains often descend in brief but torrential downpours. As they hit the bone-dry ground, the baked surface at first sheds them as indifferently as asphalt paving. The accumulating waters may then run off in sheets across the sun-baked flats or pour through deep canyons in savage, turbulent cataracts. Supercharged with mud, sweeping debris before them, they rush furiously down the steeply graded washes, tearing, destroying, eroding until, captured by myriad minute pores in the soil, they seep into the ground or find their way ultimately to some waiting playa. A few hours later nothing will remain but damp mud, cracking in the desert sun.

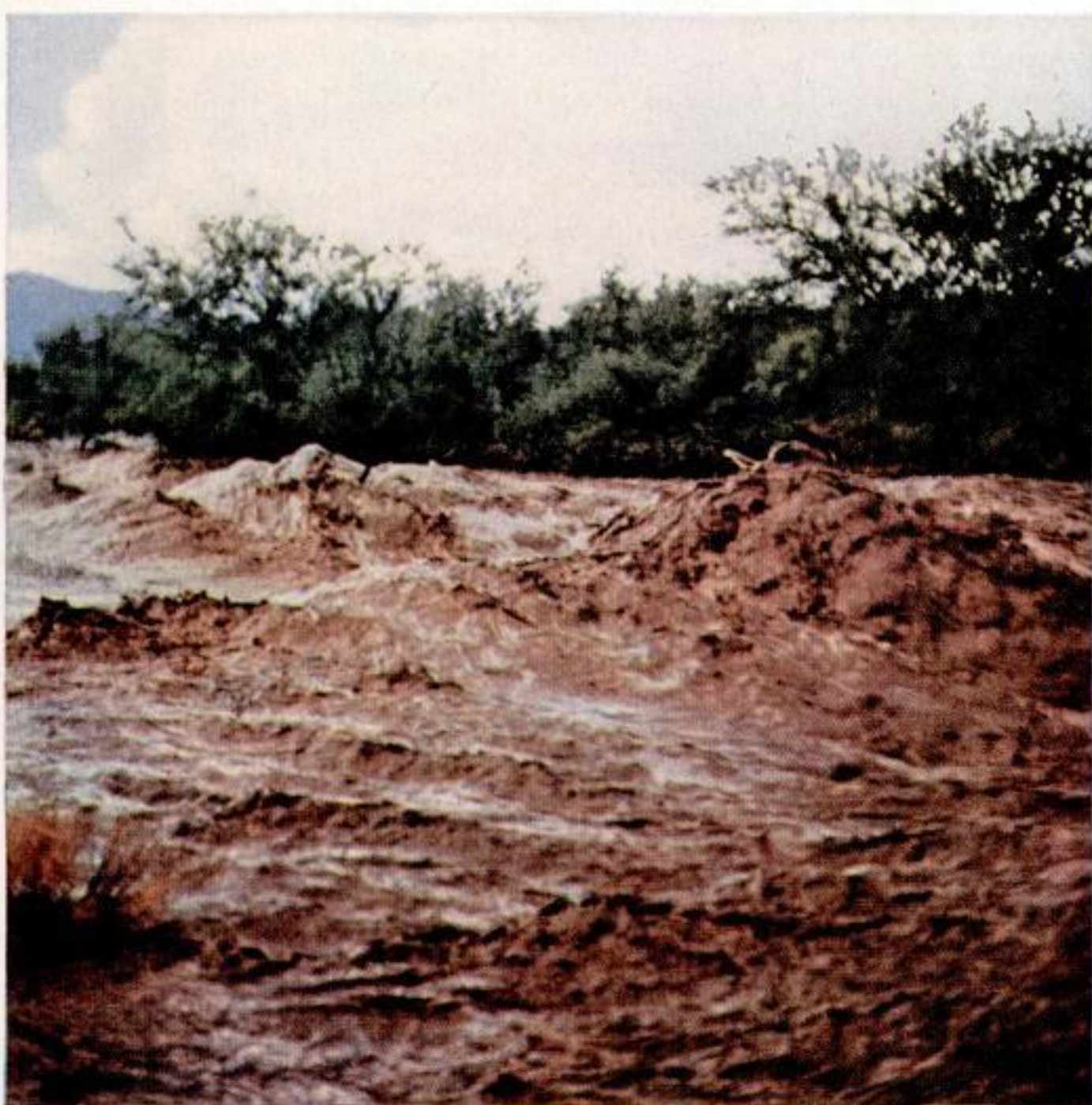
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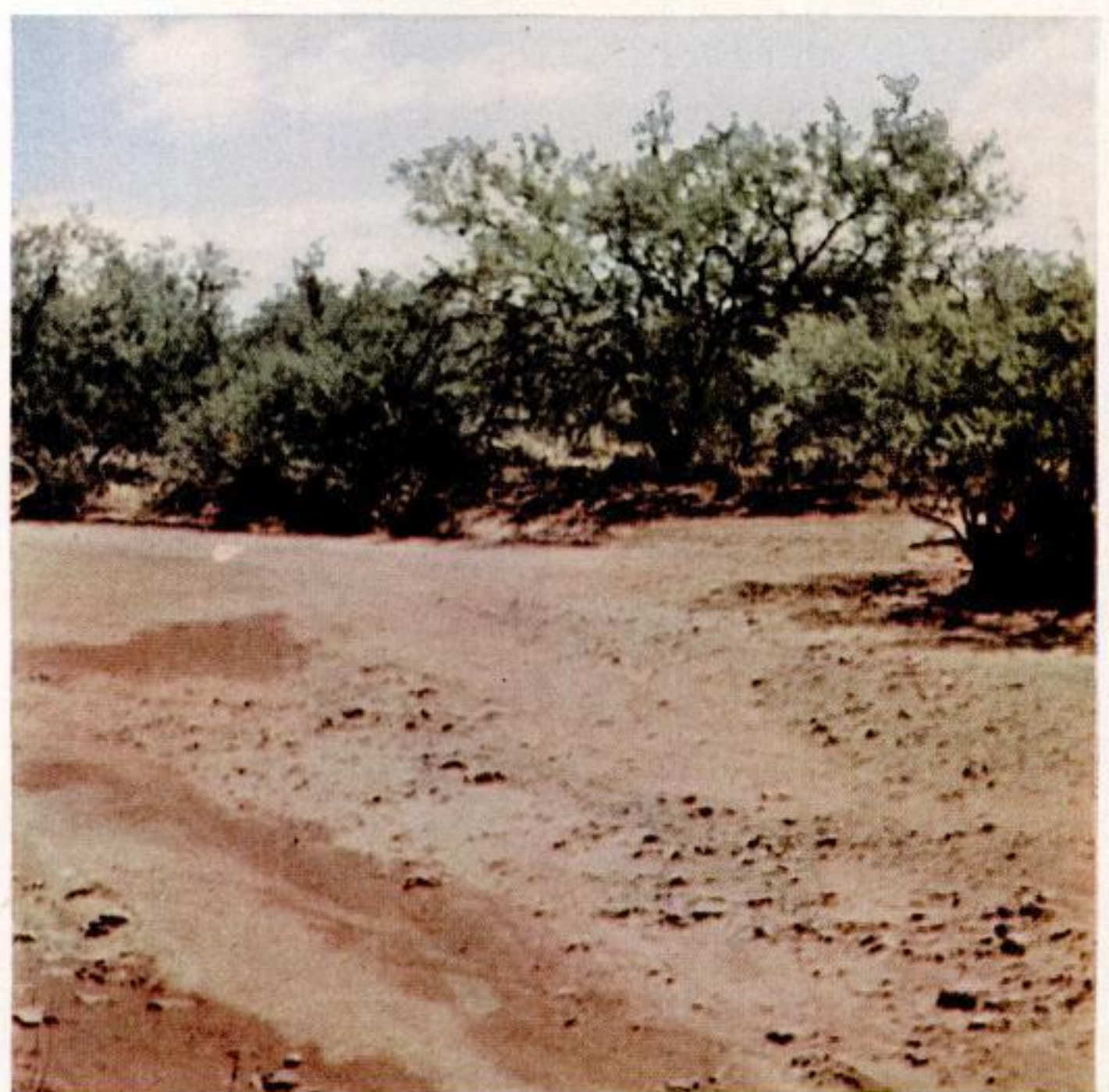


lower portions of the moist air masses are warmed and spiral upward, creating towering thunderheads which occasionally explode in violent paroxysms of lightning and rain. During such downpours the water descends in nearly solid sheets,

and hailstones frozen in the upper stories of the thunderhead bombard the desert flats with an icy barrage. In wintertime rains come to the desert principally from the Pacific Ocean, and though less violent are more general and prolonged.



**A FLASH FLOOD** covers the central wash channel of a bajada slope with sheets of turbulent, muddy water. Desert drainage is so swift that the run-off from tributary rivulets can produce a wild, rampaging torrent in less than half an hour.



**A DAY LATER** the same wash channel shown in the photograph at left appears virtually dry, save for a few random patches of still-damp mud. Baked by the hot sun's rays it will soon look as desiccated as the flats of the surrounding desert.





**SAGUARO BLOSSOMS** appear atop the ordinarily bald summits of the giant cactus during the month of May, capping its spiny stalks incongruously with delicate, waxy blooms. Arizona recognizes the saguaro blossom as its state flower.



**HEDGEHOG CACTUS BLOSSOMS** adorn the squat, foot-high, branched cactus on which they grow. Brightening the rocky ledges of the Arizona desert, the hedgehog's vivid blooms are forerunners of its thin-fleshed, juicy, edible fruit.



**MARIPOSA LILIES** touch the flats with tongues of flame. Among the loveliest of Southwestern flowers, the Mariposa lily is a root perennial. Its bulb remains alive in time of drought, while the plant dies back, blooming again only after rain.

## 'AND THE DESERT SHALL . . . BLOSSOM'

**F**OR all their brevity and violence, the desert rains do not invariably vanish without effect. The year-round desert plants have ways of utilizing sudden downpours. Many of the cacti have spreading root systems that are able to absorb quantities of water in a single rainstorm and thick, expansible stems that can store it for many arid months. Other plants, like the palo verde, conserve water by resorting to minute leaves in order to reduce the amount lost from their surfaces by transpiration. Still others, like the ocotillo, survive prolonged dry spells by shedding their leaves entirely, or like the brittlebush, by letting whole branches die back, while keeping their roots alive. It is thus that the permanent plant inhabitants of the desert withstand their harsh environment, immune to circumstance and the fickleness of rain.

But the desert has other equally remarkable plants, which once or twice during the year dramatically revise the austere scene. These are the ephemerals or flowering annuals which recurrently, following the breaking of a bitter drought, burst into bloom and carpet the pale desert valleys with varicolored blossoms. At such times the desert miraculously revives. Insects proliferate; toads and other moisture-loving creatures emerge from estivation. Unlike the cacti and other drought-resistant plants, the ephemerals lie dormant through the dry periods of the calendar. Then astonishingly, after a freshening rain, they germinate, flower and bear seeds—all in six to eight weeks. These short-lived ephemerals are among the most prolific of desert plants, representing almost half of the vegetation of the Sonoran region. Swift to blossom, swift to die, they paint the landscape briefly with bright, magic colors, fulfilling for a time the ancient prophecy, "And the desert shall rejoice, and blossom as the rose."

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**BARREL CACTUS BLOSSOMS** encircle the bristly stem of their parent plant like a coronet. The tough, springy spines of this well-known cactus were used by Indians for fishhooks. The blossoms usually appear during March and April.



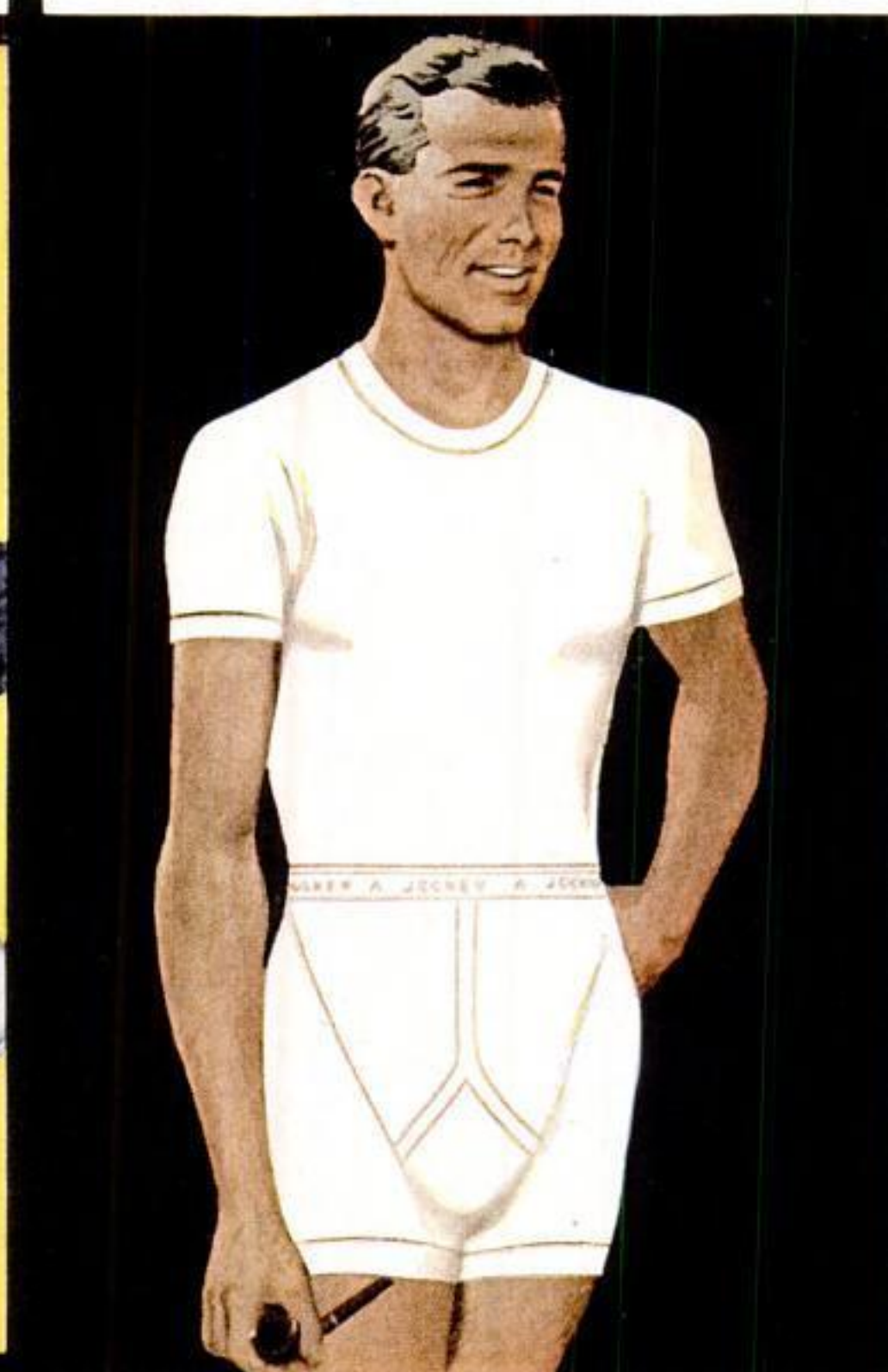


**SPRING REVEILLE** of rains makes the desert sands come alive with color. During the dry season seeds of flowering annuals lie dormant. Quickened by the kiss of rain they swiftly germinate and flower, transfiguring the somber landscape

with their gaudy pigments. Here in the Coachella Valley the wan green of the perennials is spangled with the yellow buttons of desert dandelions, the white cups of evening primroses and the purple clusters of fragrant sand verbenas.



AND BASIC TO IT ALL



the 'at ease' feeling of

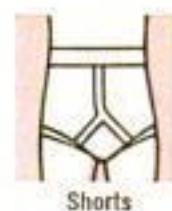
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## MAN AND THE DESERT

ALTHOUGH the deserts of the earth, covering about 19% of the planetary land surface, sustain only 5% of its population, their desolate horizons encompass far more than the apparently valueless wastelands that offend man's eye. Under their shifting scarves of sun-seared sand and soil lie many of the earth's richest resources—the diamonds of Africa's Namib Desert and the oil of Arabia and Iran. The vast nitrate deposits of Chile's Atacama Desert and the borax of the Mojave owe their very existence to lack of rainfall. For nitrate, gypsum, borax and other valuable salts are water-soluble substances that would be leached out and borne away to the sea in regions of more abundant precipitation and exterior drainage.

Long before man ever uncovered these hidden riches, however, he wrested some food from the desert soil by regulating the limited water supplies at hand. The Egyptians were among the first to develop the art of watering the desert, for the periodic flooding of the Nile, alternating with long periods of drought, suggested the control of water flow by dikes, canals and dams. Other ancient civilizations also practiced desert irrigation. The Tigris and Euphrates supplied water to the Sumerians, Babylonians and Assyrians. The Indus River supported an early culture in India. Indeed it is thought that agriculture first flourished in irrigated regions, like these river floodplains whose open tracts were easier to cultivate than the tangled forests and stubbly grasslands of more favorable climes. Desert soils, though deficient in humus, are often rich in other plant foods; and the perennial sunshine may engender two or three crops a year. Some of the richest farmland in the world lies in the irrigated Imperial Valley of the Sonoran Desert.

In many ways man has conquered the desert. He has punctured its parched surface with oil wells and mines, spanned it with roads and flown above it in planes. Yet, like the oceans and lofty mountain ranges of the earth, the desert remains among the great barriers of the planet's surface, dividing mankind and repelling human encroachments. Though here and there man has occupied its scattered green oases, he has barely dotted the vast antipathetic expanses that roll to the empty horizons, as they have for centuries, mile after burning mile, barren, implacable, a "sea-like, pathless, limitless waste."

## NEXT: THE EVER FROZEN, SELDOM SEEN TUNDRA

The vast arctic prairie north of the terrestrial treeline is the subject of the 10th article on "The World We Live In." A stark region of ever frozen earth, the tundra represents a twentieth of all land surface. The first definitive color picture story on this subject has been prepared by a LIFE reporter-photographer team and Artist Rudolf Freund, who has made a six-page painting of caribou, musk oxen, wolves and other arctic creatures.

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Tucks away comfortably under legs for ease of travel in bus, train or auto.



STOWS ANYWHERE!  
Reduces to such compact size, it will fit handily into storage nook, closet corner or auto trunk.



RECOMMENDED BY A STAFF OF WOMEN  
Guaranteed by  
Good Housekeeping  
IF NOT AS ADVERTISED THEREIN

COMMENDED  
BY THE  
COLUMBIA  
PARENTS'  
MAGAZINE

BODY FOLDS TO APPROXIMATELY 3 INCHES!  
(wider at wheelbase)

The miracle folding Columbia Tuk-A-Way opens up new avenues of travel for mothers with babies!

Other Tuk-A-Way exclusives include patented 2-second opening and closing action, safer two-wheel brake construction, baked-on "automobile" finish and weather-resistant duck which can be removed, washed and replaced.

Mother will appreciate its portability. Dad will appreciate its functional design and ability to stow anywhere. Baby will appreciate its comfort! See the "go-where-you-go" COLUMBIA TUK-A-WAY at your favorite nursery furniture or department store or MAIL COUPON BELOW for name of store nearest you.

by

**Columbia**

makers of  
America's FIRST  
bicycle since 1877.

\*Covered by U.S. Patents

THE WESTFIELD MFG. CO.,

155 Cycle Street, Westfield, Mass.

Date \_\_\_\_\_

Yes! I would like the name of the store in my city where I can buy a Columbia Tuk-A-Way!

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_





## REXALL ASPIRIN

No finer, faster-acting aspirin made. 100 5-grain tablets.

Reg. 54¢ **2 for 55¢**

# REXALL 1¢

*Twice as Much for a Penny More*



## REXALL Mi-31

Amber-color mouthwash, gargle, breath-deodorant and multi-purpose antiseptic.

Reg. 79¢ Pint **2 for 80¢**



## REXALL RUBBING ALCOHOL COMPOUND

Our very finest quality.

Reg. 69¢ Pint **2 for 70¢**



## DEFENDER HOUSEHOLD GLOVES

Natural latex rubber... non-slip finish.

Reg. 79¢ pair **2 for 80¢**



## ELITE LINEN POUND PAPER

Reg. 85¢ 50-sheet box **2 for 86¢**

## Matching Envelopes

Reg. 85¢ pack of 50 **2 for 86¢**



## REXALL PRO-CAP ADHESIVE TAPE

Sticks better — stays put longer.

1" x 5 Yds. Reg. 39¢ **2 for 40¢**



## REXALL QUIK-SWABS

Cotton-tipped applicators ideal for nursery and general household use.

100's Reg. 29¢ **2 for 30¢**



## REXALL MILK OF MAGNESIA

Pure, mild, creamy-smooth. Less unpleasant "earthy" taste.

Reg. 43¢ pint **2 for 44¢**



## REXALL ASPIRIN FOR CHILDREN

50 orange-flavored, 1-grain tablets.

Reg. 35¢ **2 for 36¢**



## REXALL STORK NURSER

8-oz. bottle, nipple and protecting cap. The complete feeding unit... easiest to use.

Reg. 35¢ **2 for 36¢**



## LAVENDER or ADRIENNE BATH POWDER

Fine-textured, long-clinging.

Reg. \$1.25 box **2 for \$1.26**



## REXALL AEROSOL READY-SHAVE

Just press valve for billows of whisker-wilting lather.

10 oz. Reg. \$1.00 **2 for \$1.01**



## KLENZO NYLON TOOTH BRUSHES

3 medically approved styles in medium or hard bristles plus 1 style in fine texture only.

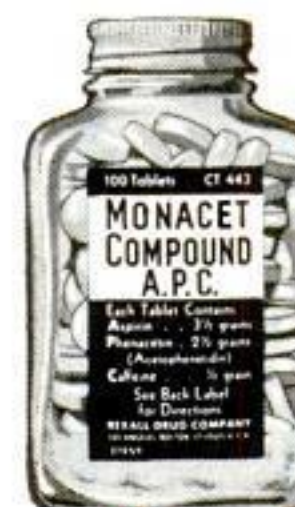
Reg. 39¢ **2 for 40¢**



## LAVENDER MENTHOLATED SHAVE CREAM

Leaves face cooled, smoothed. 3¼ oz. Brushless or 3½ oz. Lather.

Reg. 59¢ tube **2 for 60¢**



## MONACET APC TABLETS

Time-tested formula of Aspirin, Phenacetin and Caffeine. Helps relieve headaches, muscular pain and discomforts of colds.

25's, Regular 33¢.....**2 for 34¢**

100's, Reg. 79¢ **2 for 80¢**

*You can depend on any drug*



# SALE

## SALE DAYS

Wednesday April 7th  
Thursday April 8th  
Friday April 9th  
Saturday April 10th

Use this ad as your shopping list and order in advance. Your Rexall Family Druggist will gladly lay away your order, to be picked up any time during the sale.

...at Rexall Drug Stores Everywhere



### REXALL GLYCERIN SUPPOSITORIES

Firm texture yet pliable.  
12's, Adult or Infant  
Reg. 43¢ **2 for 44¢**



### DAINTY DEODORANT CREAM

Effective anti-perspirant. Won't harm clothing.

1½ Oz.  
Reg. 49¢ **2 for 50¢**

□ **Rexall Antihistamine.** Quick, effective relief from cold symptoms. 15's. **2 for 50¢**

□ **Rexall Boric Acid.** Powder or crystals. Used in solution, makes a soothing, cleansing lotion for application to eyes, nose, throat and skin surfaces. 4 oz. Reg. 37¢. **2 for 38¢**



□ **Alco-Rex Rubbing Alcohol Compound.** A cooling, invigorating body rub. Helps reduce body temperature. Pt., 49¢. **2 for 50¢**

□ **Rexall Hygienic Powder.** Makes an ideal cleansing solution for use in spray, gargle or syringe when dissolved as directed. Also excellent for soothing minor skin irritations. 6 ounces, regularly 75¢. **2 for 76¢**

□ **Rexall Eyelo.** A soothing, cooling and cleansing eye lotion. Reduces irritations caused by exposure to dust, wind, smog, sunlight or strong light. Half-pint with handy, easy-to-use eye-cup. Reg. 69¢. **2 for 70¢**



□ **Indelo Lipsticks by Adrienne.** Long-clinging, clear-edging; stay moist and alluring for hours. Choice of 6 glamorous shades in smart container. Reg. \$1.00. **2 for \$1.01**

□ **Rexillana Cough Syrup.** For coughs due to colds. Soothes dryness and tickling. Safe, pleasant, effective. 4 oz., 59¢. **2 for 60¢**

□ **Rexall Glycerin.** Soothes and softens chapped or roughened skin. 3 oz., **2 for 76¢**

□ **Rex-Salvane.** An antiseptic salve for soothing minor burns, scalds, cuts and scratches. Relieves surface pain, and inhibits germ growth. Excellent for simple skin irritations, 1½-oz. tube, regularly 57¢. **2 for 58¢**

□ **Rexall Saccharin Tablets.** No after-taste. ¼ grain, 100's, reg. 35¢. **2 for 36¢**  
¼ grain, 1000's, reg. \$1.08. **2 for \$1.09**  
½ grain, 100's, reg. 45¢. **2 for 46¢**  
½ grain, 1000's, reg. \$1.26. **2 for \$1.27**  
1 grain, 1000's, reg. \$1.49. **2 for \$1.50**

□ **Rexall Cherry Bark Cough Syrup.** Contains no alcohol or narcotics. Loosens phlegm, thins secretions, soothes minor irritations of the bronchial membranes. Pleasant tasting. Family favorite for many years. 8 oz., 89¢. **2 for 90¢**



□ **Rexall Calamine Lotion,** relieves heat rash, skin irritations. Latest formula; U.S.P. purity and strength, 4 oz., 35¢. **2 for 36¢**

□ **Rexall Spirit of Camphor.** Helps relieve discomfort of cold sores; 33¢. **2 for 34¢**

□ **Klenzo Antiseptic.** The only ruby-red antiseptic mouthwash and gargle. Kills contacted germs quickly when used full strength. Cinnamon-flavored. Reg. 79¢ pt., **2 for 80¢**



□ **Garden Spice Stick Cologne.** Refreshing, convenient, spill-proof. \$1.00. **2 for \$1.01**

□ **Adrienne Cleansing Cream, Cold Cream or Hand Cream.** Exceptionally high quality beauty aids. Reg. 85¢. **2 for 86¢**

□ **Helen Cornell Bobby Pins.** 24 regular style or 18 rubber-tipped. Choice of black or bronze. Reg. 10¢ card. **2 for 11¢**

□ **Theatrical Cold or Cleansing Cream.** Deep penetrating, rich lubricating; ideal for removing make-up and for general skin care. Long-time favorite of the theatrical profession. Reg. \$1.00 jar. **2 for \$1.01**

□ **Elite Linen-Finish Ink Tablets.** Note or letter sizes, ruled or plain: full-size blotter. Regularly 25¢. **2 for 26¢**

□ **Elite Linen Envelopes.** Match above tablet, social size. 27 to pack. **2 for 26¢**

□ **Plastic Scuffs.** Ladies' assorted sizes in attractive designs. Reg. 49¢. **2 for 50¢**

□ **Metal Frame Sunglasses.** Men's and Ladies' styles. Gold-plated. Eye-protecting green lenses manufactured to meet U.S. Bureau of Standards CS 97-40. Attractive, practical. \$1.00. **2 for \$1.01**

□ **Rexall Quik-Bands.** Elastic adhesive bandages; ready to use. Free-flex action. Flesh color. 16's, reg. 33¢. **2 for 34¢**

□ **Lavender After-Shave Lotion.** Masculine scent. Stimulates and refreshes skin. Leaves face smooth. 4 oz., 85¢. **2 for 86¢**

□ **Rexall Mucilloid Bulk Laxative.** Gentle, effective, non-irritating. Provides both bulk and lubrication for relief of temporary constipation. Contains Nature's hemicellulose. Does not affect digestion. Easy to take; mix with water, milk or fruit juices as directed. Pound, regularly \$2.79. **2 for \$2.80**

□ **Fungi-Rex, Greaseless.** Gives fast and effective relief from discomforts of Athlete's Foot. Allays itching, soothes burning; helps prevent re-infection. 1½ oz., 75¢. **2 for 76¢**

Don't Miss These Money-Savers

Not 1¢ Sale Merchandise...  
But Sensational Values While Stocks Last



### GENUINE SALT WATER TAFFY

Has that old-fashioned goodness. Nine assorted flavors.

14-oz. box **49¢**



### REXALL PLASTIC QUIK-BANDS

Flexible adhesive bandages. Waterproof. Plain or Mercurochrome.

33's Reg. 39¢ **27¢**

### PARCHMENT BOND STATIONERY

120 large flat sheets of an attractive white, ripple-finished bond; 75 matching envelopes. **\$2.50 Value**

### EVERYDAY GREETING CARDS

16 all-occasion cards and matching envelopes.

**\$1.80 Value 59¢**



### ELKAYS AEROSOL INSECT KILLER

Push-button spray; harmless to humans.

12 Oz. **\$1.29 Value 79¢**



**98¢**

□ **Medford Facial Tissues.** 300 sheets. Extra-absorbent. Reg. 38¢. **2 for 39¢**

□ **Rexall B-Complex Capsules.** Vitamin B factors. 100's. **2 for \$2.60**

□ **Tiny Tot Baby Cream, Antiseptic Lotion or Oil.** Choice. **2 for 58¢**

□ **Tiny Tot Baby Powder,** 4 oz. **2 for 30¢**

□ **Rexall Ammoniated Tooth Paste.** Used after eating, helps reduce decay. **2 for 61¢**

□ **Glenbrook Chocolate-Covered Patties,** peppermint or coffee, 8 oz. **2 for 59¢**

□ **Rum and Butter Toffee,** 7 oz. **2 for 50¢**

□ **Peanut Butter Cups,** 12's. **2 for 39¢**



### NATIONALLY FAMOUS SPUNEX NYLONS

First quality DuPont nylons; 51 gauge, 15 denier. Newest Spring shades.

**\$2.58 Value 2 pairs \$1.51**



### EASTER CUDDLE BUNNY

Be-ribboned and lovable. Made of super-soft plush, 17" tall. Choice of pink and white, blue and pink, orchid and yellow.

**\$2.79 Value \$1.69**



### CAPE COD COOLER

1 gallon **\$2.79**

**\$3.95 Value**

Keeps foods hot or cold; aluminum liner. Ideal ice bucket.

### CAPE COD PICNIC JUG

½ gallon **\$1.49**

**\$1.98 Value**

For hot or cold liquids. Heavily insulated.

### pH-7 TOOTH PASTE

Neutral formula — neither acid nor alkaline. With anti-enzyme factor.



**\$1.41 Value**

**3 tubes for 89¢**

### REXALL PURETEST MINERAL OIL

Extra-heavy body...colorless, odorless, tasteless...non-fattening and non-habit forming.

Pint, **2 for 86¢** Quart, **2 for \$1.26**

More 1¢ Sale  
bargains on  
next page →

product that bears the name—Rexall



# Two-for-One... REXALL 1¢ SALE

At Rexall Drug Stores Everywhere

## SALE DAYS

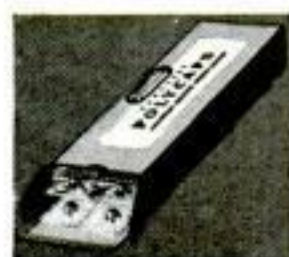
WEDNESDAY April 7th  
THURSDAY April 8th  
FRIDAY April 9th  
SATURDAY April 10th

## Important Note:

The items listed in this advertisement are regular, guaranteed Rexall products — freshly stocked by Rexall Family Druggists for this great money-saving event. Only the increased volume resulting from the 1¢ Sale enables them to offer you such quality at such tremendous savings.

### BUYS FOR BABIES

- **Rexall Cod Liver Oil, High Potency.** Each teaspoonful contains 1½ times minimum daily adult requirement of Vitamins A and D. Regular \$1.49 pint...2 for \$1.50



- **Rexall Polycaps** supply minimum daily requirement of all vitamins ordinarily essential for children up to 12 years of age. 72's, \$1.98...2 for \$1.99

- **Rexall Polymulsion**, a pleasantly flavored liquid containing Vitamins A, C, D, B<sub>1</sub>, and B<sub>2</sub>; mixes readily with baby's formula, fruit juice, etc. Pint, \$3.59...2 for \$3.60

- **Rexall Percocod Tablets ("Vitamin Candy")**. Tasty tablets designed for children who prefer an easy-to-chew tablet. Two tablets supply 1¼ times the minimum daily requirement of Vitamins A and D, derived from natural sources. 110's, 98¢, 2 for 99¢

- **Hall's Talcum Powder.** A careful blend of finest talc. Cools and soothes baby's skin; helps prevent and relieve chafing, heat and body rash, 1 lb., 59¢...2 for 60¢

- **Rexall A & D Tablets.** Each tablet contains 1¼ times minimum daily requirement of Vitamins A and D. An easy and pleasant way to give these valuable vitamins to youngsters who are graduating from liquid vitamins. 100's, \$1.19...2 for \$1.20

- **Nursery Castile Soap.** Pure, mild, non-irritating; 3-oz. bar, 19¢...2 for 20¢

- **Nylon Bottle Brush.** Right length for easy cleaning; long lasting, 25¢...2 for 26¢

- **Baby Rattles.** Hand-painted plastic rattles in a wonderful assortment of styles, characters, and handles, 25¢...2 for 26¢

### REXALL REMEDIES



- **1. Rexall Analgesic Balm.** A soothing ointment for quick relief from minor muscular soreness due to over-exertion or for minor bronchial irritations due to colds. 1 oz., regularly 65¢...2 for 66¢

- **2. Rexall Gypsy Cream.** Gives protective, soothing relief from discomfort of sunburn and minor skin irritations, chafing, poison ivy and oak, heat rash, hives and the bites of non-poisonous insects. Greaseless, stainless. Available in either lotion or ointment form. Regular 69¢...2 for 70¢

- **3. Rexall Aqueous Nose Drops.** Give effective relief from minor congestion and irritation of mucous membranes of the nose accompanying a cold. 1 oz., 49¢...2 for 50¢

- **4. Rexall Petrofol Mineral Oil.** A gentle, highly refined mineral oil that is tasteless, odorless, colorless, non-habit-forming and non-fattening. Pint, regular 59¢, 2 for 60¢

- **5. Rexall Mentholated White Pine and Tar Compound.** Time-tested for relief of coughs due to colds. Soothes minor bronchial irritation. 8 oz., 79¢...2 for 80¢

- **Rexall Analgesic Liquid.** A quick-acting liniment for relief of muscular aches and pains due to fatigue or exposure, neuralgia, slight sprains. 1½ oz., reg. 69¢...2 for 70¢

- **Rexall Antacid Gas Tablets.** Neutralize excess stomach acidity, ease gastric distress, flatulence. 40's, 39¢...2 for 40¢

- **Rexall Beef, Wine & Iron Tonic.** Tasty appetite stimulant for simple or nutritional anemia due to lack of iron in the diet. Full pint, regular \$1.50...2 for \$1.51

- **Rexall Cold Tablets.** Relieve discomforts of headaches and minor muscular soreness due to colds. 30's, 39¢...2 for 40¢

- **Rexall Headache Tablets.** Quick relief from the discomfort of simple headache and neuralgia. 24's. Regular 33¢...2 for 34¢

- **Rexall Iron, Liver & Bone Marrow Compound.** An excellent tonic valuable in convalescence and in treatment of simple nutritional anemia. ½-pt., \$1.39, 2 for \$1.40

- **Rexall Orderlies.** Original chocolate-flavored laxative. Effective yet gentle. Children's favorite. 60's, 60¢...2 for 61¢

- **Rexall Prickly Heat Powder.** A cooling, soothing powder for the relief of the discomfort of prickly heat. 4 oz., 35¢, 2 for 36¢

- **Rex-Rub.** A stimulating rubbing solution that helps relieve muscular aches and pains. Greaseless. 6 oz. bottle, 89¢...2 for 90¢

- **Rexall Little Pills.** Gentle action for relief of temporary or occasional constipation and headache or biliousness when due to constipation. 100's, 45¢...2 for 46¢

- **Rexall Cold Sore Lotion.** Relieves and helps dry out cold sores. Soothing and protective. ¼ ounce, 29¢...2 for 30¢

### SHAVING AIDS

- **Rexall Shaving Lotion.** Mild astringent action that's brisk and bracing. Refreshing, cooling, after-shave "pick-up." Spicy odor. 6 oz., 49¢...2 for 50¢



- **Lavender Talc for Men.** Handsome all-metal container, with snap-close shaker top. 3½ oz., reg. 40¢...2 for 41¢

- **Lavender Shaving Bowl.** Rich-lathering cake gives months of smooth, comfortable shaves. \$1.10...2 for \$1.11

- **Rexall Bay Rum.** Time-tested after-shave lotion and skin freshener; made from the finest imported distilled oil of Bay leaves. Pint, 59¢...2 for 60¢

- **Rexall Shaving Cream.** Brushless or lather. Gives speedy, "slick-as-a-whistle" shaves at a bargain price, 39¢...2 for 40¢

### HAIR GROOM BUYS

- **Helen Cornell Nylon Hair Nets.** For seven different hair shades in regular and bob styles. Elasticized, 10¢ each, 2 for 11¢ 12 for 66¢

- **Helen Cornell Cream Shampoo.** 4 oz. jar or Coconut Oil Shampoo, 8 oz. bottle. Choose your favorite from these two rich-lathering, magic-cleansing shampoos. Regularly 79¢...2 for 80¢



- **Lavender Hair Tonic.** Grooms and conditions hair; helps remove loose dandruff, prevents dryness. 6 oz. bottle, 85¢, 2 for 86¢

- **Lavender Cream Hair Dressing** with Hexachlorophene. Makes hair easy to manage and imparts a natural luster, free of sticky film. Removes loose dandruff. 4 oz. tube, 69¢...2 for 70¢

- **Lavender Cream Hair Tonic** with modified lanolin. Helps keep hair soft, manageable, well-groomed without "plastered down" look. Excellent for training children's hair. 85¢...2 for 86¢

- **Lavender Hair Oil.** Keeps hair neatly in place. Relieves dry scalp, removes loose dandruff. 6 oz. bottle, 85¢...2 for 86¢

- **Lavender Shampoo.** Lathers abundantly, cleanses thoroughly, rinses easily. 6 ounce bottle, 85¢...2 for 86¢

- **Rexall Peroxide of Hydrogen, 6%.** For bleaching hair. 4 oz. bottle...2 for 22¢

### DENTAL NEEDS

- **Rexall Denturex Adhesive Powder.** Non-irritating. Holds false teeth firmly and comfortably in place, permitting you to eat, talk and smile with confidence. 3 oz., regular 55¢...2 for 56¢



- **Rexall Ammoniated Tooth Powder.** Helps prevent tooth decay when used regularly after eating. Licensed by the University of Illinois Foundation. 3 oz., 43¢...2 for 44¢



- **Rexall Dental Floss,** in acetate vial with cutting edge. 30 yards, 25¢...2 for 26¢

- **Rexall Sodium Perborate, Flavored.** An oxygen oral-hygiene powder. Recommended by dentists and physicians as mouthwash and gargle in freshly-prepared solution. 4 ounce jar, 59¢...2 for 60¢

## VITAMIN VALUES More Vitamin Protection For Your Money



- **1. Rexall Panovite.** One capsule per day supplies all vitamins with known minimum daily requirements:  
Vitamin A.....5,000 U.S.P. units  
Vitamin D.....1,000 U.S.P. units  
Vitamin B<sub>1</sub>.....2.5 milligrams  
Vitamin B<sub>2</sub>.....2.5 milligrams  
Vitamin C.....50 milligrams  
Niacinamide.....20 milligrams  
Vitamin B<sub>6</sub>.....200 micrograms  
100 capsules, reg. \$3.10...2 for \$3.11

- **Rexall Panovite with Minerals Plus B<sub>12</sub>.** Same formula as above...plus valuable amounts of calcium, cobalt, copper, iodine, iron, manganese, magnesium, molybdenum, phosphorus, potassium and zinc. 100 capsules, reg. \$4.95...2 for \$4.96

- **2. Rexall ABDG Capsules.** Two capsules each supply these vitamins:  
A...5000 USP units (1¼ times M.D.A.R.\*)  
D...800 USP units (2 times M.D.A.R.\*)  
B<sub>1</sub>.....1 mg. (equals M.D.A.R.\*)  
B<sub>2</sub>.....2 mg. (equals M.D.A.R.\*)  
Niacinamide.....10 mg.†  
100 capsules, reg. \$1.59...2 for \$1.60

- **3. Rexall Dicalcium Phosphate** with calcium gluconate and viosterol. Three capsules supply ½ the minimum daily requirement of calcium, ½ the required phosphorus and twice the required viosterol (Vitamin D<sub>2</sub>). An excellent supplement to the diets of expectant or nursing mothers...and for any one whose diet may be lacking in calcium, phosphorus and Vitamin D. 100's, regularly \$1.24...2 for \$1.25

- **4. Rexall Ascorbic Acid Tablets.** Each tablet contains 100 mg. of Vitamin C (3½ times minimum daily requirement\*). Helps prevent disorders of teeth, bones, tissues and gums caused by Vitamin C deficiency. 100's, regularly \$1.98...2 for \$1.99

- **Rexall Thiamin Hydrochloride Tablets.** Each tablet supplies 1665 U.S.P. units of B<sub>1</sub>, 5 times M.D.A.R.\* 100's...2 for \$1.52

- **Rexall Yeast and Iron Tablets.** Recommended adult dosage supplies seven times M.D.A.R.\* of Iron, plus valuable amounts of Vitamins B<sub>1</sub> and B<sub>2</sub>. 100 tablets, regularly 75¢...2 for 76¢

- **5. Rexall Beta-Caps (Improved).** Potent B-complex capsules containing the following vitamins:  
B<sub>1</sub>.....1.5 mg. (1½ times M.D.A.R.\*)  
B<sub>2</sub>.....2 mg. (equals M.D.A.R.\*)  
Niacinamide.....10 mg.†  
Calcium Pantothenate.....1 mg.  
(need in human nutrition not established)  
Pyridoxine Hydrochloride.....250 mcg.  
100 capsules, reg. \$2.00...2 for \$2.01

- **6. Rexall Vitamin B<sub>12</sub> Concentrate.** Each capsule contains 5 mcg. of red Vitamin B<sub>12</sub> activity — so important in aiding the prevention of nutritional anemia due to B<sub>12</sub> deficiency. 100's, \$2.00...2 for \$2.01

- **Rexall Brewer's Yeast Tablets.** Supply valuable amounts of Vitamin B<sub>1</sub> and B<sub>2</sub> at nominal price. 250's, 98¢...2 for 99¢

- **Rexall Halibut Liver Oil Capsules.** Each capsule supplies 5000 units or 1¼ times minimum requirements\* of Vitamin A plus 85 units of Vitamin D. 50's...2 for \$1.11

\*Minimum daily adult requirement  
†Minimum requirement not established

Right reserved to limit quantities. Prices subject to Federal Excise Tax where applicable. Items, prices and dates may vary slightly in Canada. Rexall Drug Co., Los Angeles 48, California.

## Rexall Drug Products are Guaranteed



- **Rexall "Self-Acting" Dental Plate Cleaner.** Easy, fast. 7½ oz., 69¢, 2 for 70¢
- **Rexall Chlorophyll Toothpaste.** Sweetens the breath as it cleans. Foaming action. Giant tube, regular 69¢.....2 for 70¢

## TOILETRY TIPS



- **1. Lavender Cologne Stick.** Fine lavender oils give it distinctive fragrance. In handy, no-waste stick. 2½ oz., \$1.00.....2 for \$1.01
- **2. Helen Cornell Hormone Cream.** Contains 10,000 International Units of natural hormones per ounce. A luxurious night cream. 2 oz., \$1.00.....2 for \$1.01
- **3. Sequoia Pine Soap with Lanolin.** Delightful scent; for complexion or bath use. Box of 4 cakes, \$1.19.....2 for \$1.20
- **Adrienne Face Powder.** Imparts a soft, glamorous look...lasts and lasts. Choice of four shades. Regularly 85¢...2 for 86¢
- **Compressed (with 2¼" puff), in same four lovely shades. Regularly \$1.....2 for \$1.01**
- **Adrienne Dry Skin Soap with Lanolin.** Exceptionally mild soap for all skin types. Contains pure oils especially fine for dry skin that needs gentle care. Box of 4 cakes, Regularly \$1.19.....2 for \$1.20
- **Adrienne Deluxe Velour Powder Puff.** Three-inch size, 15¢.....2 for 16¢
- **Lavender Cologne.** Light, dainty, lingering fragrance. Cooling and refreshing. 4 oz. bottle, \$1.25.....2 for \$1.26
- **Lavender Deodorant Talc.** Fine talc, delicately scented. Gives extra after-bath freshness. 3½ oz., 50¢.....2 for 51¢



- **Helen Cornell Bubble Bath.** Luxuriant lasting bubbles. Pretty polka dot box of 20 packets, 4 each of 5 delightful fragrances. Reg. \$1.00, 2 for \$1.01

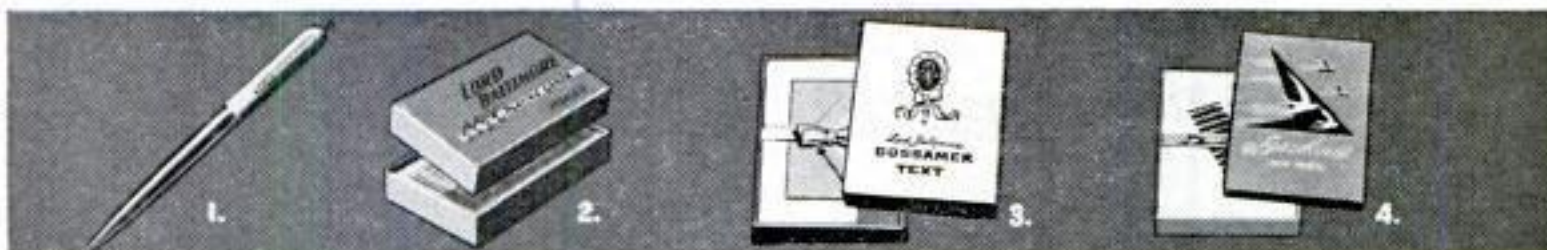
- **Lavender Soap with Lanolin.** Lightly perfumed. Pure, mild, bath-time favorite. Box of 4 cakes, \$1.19.....2 for \$1.20
- **Helen Cornell Bath Soap.** Choice of five fragrances, delicately scented. Box of 4 large cakes, \$1.19.....2 for \$1.20
- **Dainty Deodorant Cologne.** In handy, plastic squeeze-bottle. It's fast and effective, harmless to clothes. 3 oz., 98¢...2 for 99¢
- **Dainty Mist Deodorant.** Clean, quick, modern way to check perspiration. No waste! Easy-to-use plastic squeeze bottle. 1½ oz., 75¢.....2 for 76¢
- **Dainty Deodorant Powder.** Delicately perfumed, after-bath refresher. Lasting effectiveness. 4 oz., 49¢.....2 for 50¢
- **Dainty Deodorant Soap** with miracle deodorant Actamer. For best results use this mild, fragrant, rich-lathering soap daily. Large cake, regularly, each 25¢...2 for 26¢
- **Dainty Deodorant Stick.** Easy to use...no waste, no muss. Won't stain clothing. Lasts for hours. 2½ oz., 89¢.....2 for 90¢
- **Mascal's Hand Cream.** A greasless, vanishing cream that softens and smooths rough skin. Offers protection from wind and weather when used as powder base. 6¼-oz. jar, regularly 59¢.....2 for 60¢
- **Hasol Hand Lotion.** A non-sticky, fast-drying hand lotion. Excellent as powder base and cuticle softener. 8 oz., 79¢, 2 for 80¢
- **"8480" Talcum.** Soft, fragrant, absorbent talcum. 1 lb., 59¢.....2 for 60¢
- **Rexall Talc, Antiseptic-Deodorant.** Lightly scented, cooling, soothing. Absorbs perspiration, prevents chafing. Ideal foot deodorant. 9 oz., \$1.00.....2 for \$1.01
- **Sequoia Pine Bath Oil** by Lorie. Churns into a million bubbles of refreshing pine fragrance...softens hardest bath water. 6 oz. bottle, \$1.00.....2 for \$1.01
- **Adrienne Rose Geranium Soap** with Lanolin. Box of 4 cakes, \$1.19, 2 for \$1.20

## MEDICINE CHEST NEEDS



- **1. Rexall Foot Powder.** Relieves discomforts of tired, tender, burning feet. Absorbs perspiration, destroys odors. Helps prevent irritation by reducing friction. 4 oz. in handy dispenser, regular 39¢...2 for 40¢
- **2. Rexall Tincture Benzoin Compound.** Full U.S.P. purity and strength. Use in steam inhaler for relief of minor irritations of the bronchial tubes and larynx. 1 oz. bottle, regular 43¢.....2 for 44¢
- **3. Rexall Cascara Aromatic,** fluid extract. Pleasant-tasting laxative that aids in the relief of simple constipation. 4 oz. bottle, regular 95¢.....2 for 96¢
- **4. Rexall Gauze Bandage.** Sterile, 2" x 10 yard roll. Regular 27¢.....2 for 28¢
- **5. Rexall Boric Acid Solution.** Soothes and cleanses eyes, nose, throat and skin surfaces. 4 oz., 25¢.....2 for 26¢
- **6. Rexall Glycerin and Rose Water.** Softens and soothes tender, chapped, rough skin. Protects from exposure to wind and weather. 4 oz., regular 49¢.....2 for 50¢
- **Rexall Corn Solvent.** For the painless removal of corns and skin calluses. ½ oz., 35¢.....2 for 36¢
- **Rexall Aspirin.** No finer, faster-acting aspirin made. 36 5-grain tablets in a handy tin for pocket or purse 27¢.....2 for 28¢
- **Rexall Epsom Salt.** U. S. P. purity and strength. Made by a process which assures a much less bitter taste than ordinary Epsom Salt. Ideal for temporary relief of constipation. 4 oz., 19¢.....2 for 20¢
- **Rexall Essence Peppermint.** U.S.P. purity and strength. Warms the stomach and helps remove gas. 1 oz., reg. 50¢, 2 for 51¢
- **Rexall Toothache Drops.** For temporary relief of pain caused by dental cavities. Intended for use only until a dentist can be consulted. Large size, 35¢.....2 for 36¢
- **Rexall Mercurochrome.** 2% solution antiseptic for cuts and abrasions. ½ oz. bottle with applicator, 25¢.....2 for 26¢
- **Rexall Lanolin.** Gentle, smoothing application for tender, chapped or rough skin. Ideal for infants. 1 oz., reg. 29¢...2 for 30¢
- **Rexall Castor Oil.** U.S.P. purity. Gives prompt, thorough and dependable action without harmful effect. 3 oz., 45¢, 2 for 46¢
- **Rexall Soda Mints.** Pleasant-tasting antacid tablets for quick relief of gas and heartburn due to excess stomach acidity. 140's, regularly 35¢.....2 for 36¢
- **Rexall Sodium Bicarbonate.** Meets U.S.P. standards, 1 lb., reg. 43¢, 2 for 44¢
- **Rexall Aromatic Spirit of Ammonia.** 1 oz., regularly 29¢.....2 for 30¢
- **Rexall Tincture Green Soap.** Liniment of soft soap, U.S.P. A thorough cleanser and excellent shampoo. 8 oz., 69¢, 2 for 70¢
- **Rexall Tincture Iodine.** Antiseptic and germicidal when applied to minor wounds and insect bites. 1 ounce with applicator, regularly 33¢.....2 for 34¢
- **Rexall Witch Hazel.** An excellent facial astringent and after-shave lotion. Makes a soothing application for sprains and bruises. Full pint, regular 57¢...2 for 58¢
- **Rexall Alum Powder.** Checks bleeding of small cuts, scratches and abrasions. In proper solution makes excellent astringent and gargle. 4 oz., regular 28¢...2 for 29¢
- **Rexall Eudicaine Ointment.** A non-toxic, antiseptic salve for relief of itching and minor skin irritations. Especially effective in cases of stubborn diaper rash. 1 oz. tube, 59¢.....2 for 60¢
- **Rexall Cascara Compound Tablets (Hinkle).** An excellent laxative compounded of well-known cathartics for prompt and complete evacuation without excessive discomfort or weakening after-effects. Not intended for children. 100 tablets, regular 50¢.....2 for 51¢
- **Rexall Cotton Balls.** Sterilized, absorbent. 65's, regular 35¢.....2 for 36¢

## STATIONERY SAVINGS



- **1. Retractable Ball Point Pen.** Press top to write, press again to retract. Easy writing without skipping. New non-smear ink will not stain or fade. Black with gold cap and clip. Uses standard refill, \$1.29, 2 for \$1.30
- **2. Lord Baltimore Playing Cards.** Bridge, Poker, Pinochle; single deck; choice of colorful backs. 95¢...2 for 96¢
- **Shadowline Bordered Letters.** 48 sheets of white vellum, handsomely trimmed with blue lines and top double border in gray and red. 24 matching envelopes with deep red border on flap. \$1.50.....2 for \$1.51
- **Dainty Sheer,** 36 delicately textured white sheets—24 with 4 color printed top and 12 plain—and 24 envelopes with pink paper lining, \$1.50.....2 for \$1.51
- **Graylyne Letters.** White with fashionable faint gray lines; 36 sheets with 30 matching envelopes. Reg. \$1.00 box....2 for \$1.01
- **Lord Baltimore White Vellum Notes,** suitable for all occasions. 20 high quality notes and matching envelopes, 75¢, 2 for 76¢
- **Parisian Notes.** Outstanding assortment of six designs per box. Lovely prints, water-color effect, in 5 colors. 24 vellum notes with 24 envelopes, \$1.00.....2 for \$1.01
- **Chit-Chat Notes.** 10 French-fold white vellum notes with embossed gold printing, 10 envelopes. 50¢.....2 for 51¢
- **Commercial Envelopes.** Belmont, white; 3½" x 6½", package of 15, 10¢, 2 for 11¢
- **3. Gossamer Text.** Lightweight fabric paper in distinctive pastel blue; 36 single sheets, with 20 matching lined envelopes. Regular \$1.00 box.....2 for \$1.01
- **4. Speedlines, Air Mail Box.** 80 plain sheets of white airmail paper and 30 envelopes. Regular \$1.00 box....2 for \$1.01
- **Thank-You Notes.** 10 exquisite hand deckled-edge, folded, white vellum notes with "Many Thanks" stamped in copper; 10 envelopes. 50¢.....2 for 51¢
- **Lord Baltimore Fountain Pen.** Streamlined model; assorted colors with gold colored clip and band on cap; 14K gold-plated, stainless steel point, \$1.00....2 for \$1.01
- **Lord Baltimore Mechanical Pencil.** Matches above pen; propel-repel action; contains eraser and 4 extra leads; choice of blue, black, maroon, green. 69¢...2 for 70¢
- **Cascade Everyday Gift Wrapping Paper.** Each package contains 2 sheets, 20" x 30", in eight attractive designs suitable for any occasion. 10¢.....2 for 11¢
- **Cascade Special Occasion Wrapping Paper.** Especially designed for particular occasions. In each package you get 2 sheets, size 20" x 30", with choice of lovely color combinations. 10¢.....2 for 11¢
- **Cascade Curling Ribbon.** All rayon, curling ribbon in choice of 12 beautiful colors. 55 foot hanks, 25¢.....2 for 26¢
- **Cascade Rayon Acetate Ribbon, Wide.** 15 foot hanks of ¾" ribbon in assortment of popular colors. 25¢.....2 for 26¢

## EVERYDAY NEEDS

- **"8480" Nail File,** 5-inch, 19¢...2 for 20¢
- **"8480" Emery Boards.** Extra-long life, will not sand down quickly. 15¢...2 for 16¢
- **Extension Cord,** 6' long, 3-way socket; choice of brown or white, 59¢...2 for 60¢
- **Permedge Razor Blades,** 18 single edge or 20 double edge, 49¢.....2 for 50¢
- **Tiny Tot Cluster of Pops.** Seven lollipops in assorted flavors, 10¢.....2 for 11¢
- **Jane Horton Candy Kisses,** delicious assorted flavors; 2½ oz. bag.....2 for 11¢



- **1. Victoria Hot Water Bottle.** Smooth finish, high quality rubber; molded in one piece. 2-quart size. \$2.39.....2 for \$2.40
- **Victoria Fountain Syringe,** 2-quart size, same fine quality; \$2.75.....2 for \$2.76
- **Victoria Combination Syringe.** Hot water bottle with fountain syringe attachments. 2-qt. capacity; reg. \$3.19, 2 for \$3.20
- **2. Rexall No. 6 Pine Oil Disinfectant.** Disinfects, deodorizes and cleanses—all in one operation. Economical to use. Used as directed, is non-corrosive and non-caustic. Pint, regularly \$1.09.....2 for \$1.10
- **3. Rexall Insect Repellent Liquid 448.** One application repels many kinds of insects for long periods. Pleasant odor; harmless to rayon or nylon, 59¢.....2 for 60¢
- **Maximum Hard Rubber Rattail Comb** or all-purpose comb, 29¢.....2 for 30¢
- **Nylon Pocket Comb or Bobby "Curling" Comb;** regularly 25¢.....2 for 26¢
- **Plastic Rattail Comb,** 10¢.....2 for 11¢
- **Plastic Dressing Combs,** men's and ladies' styles; 10¢.....2 for 11¢
- **Klenzo Handy Purse Hair Brush,** 5¾" long; clear, rose or pink; \$1, 2 for \$1.01
- **Klenzo Bath Brush.** Top quality nylon bristles; assorted colors; \$1.50, 2 for \$1.51
- **Klenzo Lather Brush,** \$1.00, 2 for \$1.01
- **Klenzo Hair Brushes,** half-round and professional styles; assorted backs, 2 for \$1.01
- **Klenzo Professional-Style Hair Brush.** Nylon bristles; \$2.00 value....2 for \$2.01
- **Klenzo Nail Brush,** vinylite bristles; assorted backs and colors; 50¢...2 for 51¢
- **York Plastic Billfolds.** Men's and Ladies' assorted styles and colors....2 for \$1.01
- **Plastic Shower Cap,** embossed plastic in attractive designs; 29¢.....2 for 30¢
- **Flashlight,** standard 2 cell size, chrome-plated steel; 3-position switch with flasher button; bulb included; 89¢....2 for 90¢
- **Flashlight Batteries,** standard, 2 for 16¢



- **1. Monreale Olive Oil,** finest quality, imported, 12 oz., \$1.19.....2 for \$1.20
- **2. Precision Pocket Lighter,** chrome finish, windproof, \$1.50.....2 for \$1.51
- **3. Children's Sun Glasses,** plastic frames, Crookes lenses, colors, 29¢.....2 for 30¢
- **Men's and Ladies' Sunglasses.** Ladies' in assorted colors with rosebud decoration; men's in 2-tone clear and amber combinations; dark lenses. \$1.00.....2 for \$1.01
- **Men's and Ladies' Key Cases.** Top grain cowhide and pigskin in assorted colors. 6 hooks, regular 29¢.....2 for 30¢
- **Elkays Floor-Brite Liquid Wax.** Self-polishing, long-wearing. Pint, 69¢, 2 for 70¢
- **Elkays Wickstyle Household Deodorant.** Pleasant-scented. 6 oz., 59¢, 2 for 60¢
- **Men's Goodform Handkerchief.** Very fine quality cotton. 17" x 17", 25¢, 2 for 26¢
- **Trim-Tie Shoe Laces,** 27", 5¢...2 for 6¢
- **Pipes.** Imported briars in assorted styles and shapes. Filters. \$1.00....2 for \$1.01
- **Thumb Tacks,** colors, 36's 10¢...2 for 11¢
- **Nylon Foot Sox,** Sizes 8½-11, suntan color.....2 pair for 40¢
- **Cellulite Sponge,** 5¾" x 4½", 2 for 36¢

**to Give Satisfaction or Your Money Back**



*It's Easy!*

**TO CLEAN  
THIS  
SPEEDY  
WAY!**



**WILL DISSOLVE AWAY  
DIRT AND GREASE!**

# SOILAX

Color-bright freshness with one swipe! On walls, woodwork, linoleum and tile, too. Gets all dirt, even rubbed-in grease spots. Dissolves it with magic cleansing action. No grit or caustic. No rinsing—no rubbing. Safe for any washable surface. And hand-gentle as most toilet soaps!

**It's fun to clean  
This modern way,  
O-CEL-O and SOILAX  
Wipe dirt away!**



SOILAX © Economics Laboratory, Inc.



## FABRIC FOR FLOATING

### Watertight cloth makes new life preservers

The variously assembled and strangely clothed people bobbing about in the pool above owe their buoyancy to a new fabric which will keep them afloat even if they cannot swim a stroke. Each is wearing or is supported by materials made of Marksway, a processed cotton which prevents passage of water more effectively than any other fabric and eliminates most of the bulk of older-type life preservers and jackets.

First used by the British as a covering for rubber or kapok life-savers, the fabric now is being adapted by American Pad & Textile Co. into a variety of life-preserving aids. Marksway is itself not buoyant. It is so treated that on contact with water its threads expand, sealing out the water and making a damp-proof envelope, while the part above the water permits air to come through, increasing the wearer's comfort. Using it, an overeager fisherman or water skier, or even a helpless paralytic (p. 100), can be sure of remaining confidently afloat.





**POOL PROOF** of the new fabric's buoyancy shows (clockwise from lower left) a life raft, waders, body pads, pillows, fisherman's vest, water-ski vest, blanket; (center) oilskin, boots.

**STUFFING** of products made of new cloth is held by Henri Marc. At the left is Dacron, at right kapok. Kapok is for buoyancy; Dacron, used in plane pillows, is fire resistant.

CONTINUED ON NEXT PAGE



*It's Fun!*  
**TO CLEAN-UP  
THIS  
MODERN  
WAY!**

SO MUCH EASIER...  
SO MUCH CLEANER—



# O-CELO Sponge



HERE'S WHY—Modern O-CEL-O Sponges speed you through your dishes and clean-ups because they gently scrub, never scratch. They're lint-free . . . grit free, and they float always at your finger-tips. No drips or spills either with super-absorbent O-CEL-O Sponges. Available everywhere in many beautiful colors for as little as 19c.



**It's fun to clean  
This modern way,  
O-CEL-O and SOILAX  
Wipe dirt away!**

O-CEL-O ® General Mills, Inc.



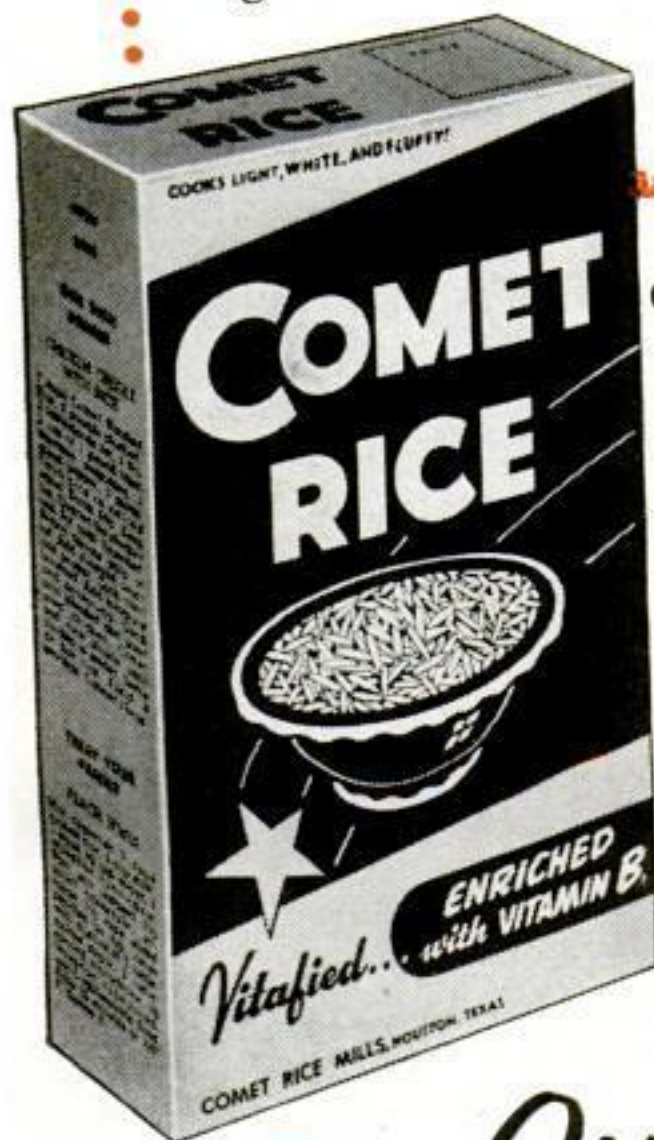
Mighty Good Easter Feastin'

# RICE'n HAM



Make certain your Easter dinner is a success! Serve a tender juicy baked ham and complement its hearty goodness with natural ham

gravy over Comet Rice. This fluffier, whiter rice absorbs every drop of good, rich gravy flavor! Later in the week serve an easy rice-parsley ring filled with left-over ham in a smooth cream sauce.



NEW FLUFF METHOD  
COOKS IN 14 MINUTES

## POUR

Bring to boil 2 cups cold water, 1 teaspoon salt in large saucepan.



## BOIL

Add 1 cup Comet Rice. Let water return to boil. Cover tightly; lower flame to simmer and cook for 14 minutes.



## SERVE

Yields 3 to 4 servings of fluffy white Comet Rice. The best tasting rice you ever served.



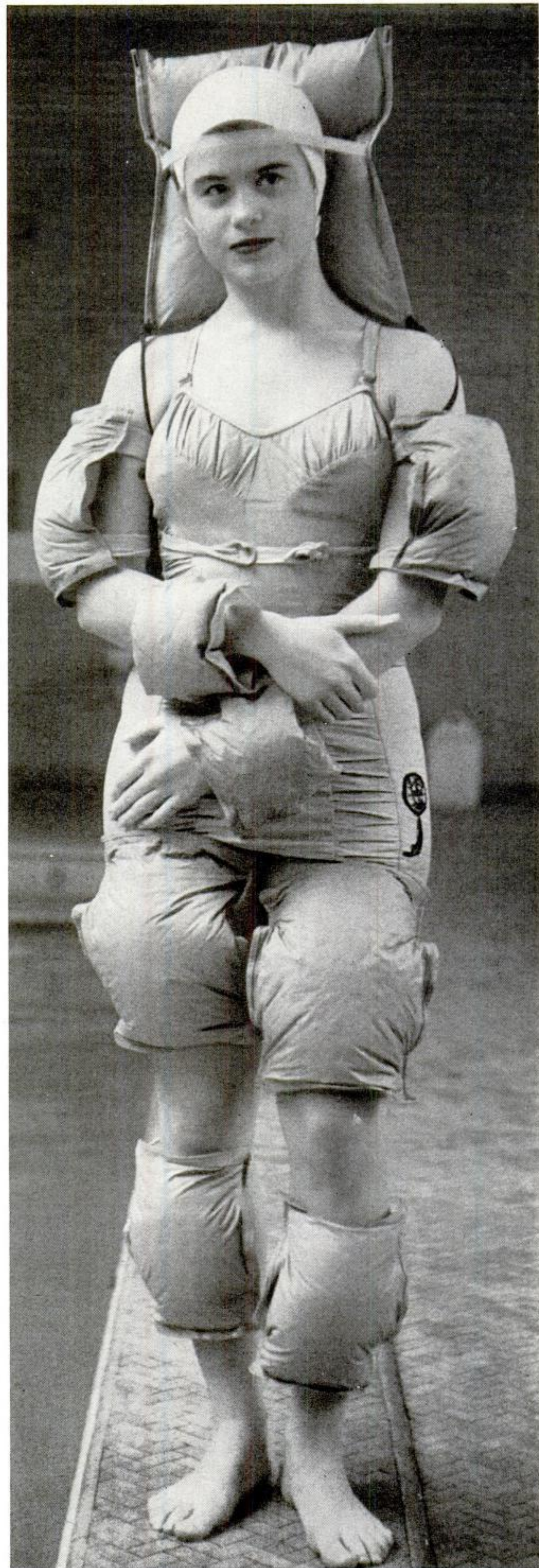
Quick Cooking

# COMET RICE

COMET RICE MILLS  
HOUSTON, TEXAS

The whitest, fluffiest, best tasting rice you ever served!

Fabric for Floating CONTINUED



PARALYTIC'S PADS are worn in demonstration to show equipment that can be used in water therapy to keep patients afloat without help of attendant.





## You don't know $\frac{1}{150}$ of the story

At least not from this one picture. Granted this is a handsome shoe, a smart U-wing-tip, it's only one of over 150 Thom McAn styles we have for you to choose from. And there's something else about this picture, it really doesn't do full justice to the Thom McAn quality. That leather looks good only because it is good. So are the workmanship and the styling. There's comfort there, too, and miles and miles of wear. You can't see all that, but it's there. It's what makes a good shoe. And don't

forget, when it comes to that—nowhere else can you get what you get at Thom McAn: a good shoe that's also the most sought-after shoe in the whole country. Remember that when you're ready to buy. Thom McAn—so good, it's the best-selling shoe in all America. \$7.95

**Thom McAn**

611 stores in 354 cities coast to coast  
A Division of Melville Shoe Corporation



## Mainline



### TUDOR SEDAN

Ideal for the family with children. Seats six in roomy comfort. Front seat backs tilt forward at an angle for easy entrance and exit.

## Customline



### CLUB COUPE

Like all Customline models, this personal car has beautiful new upholstery fabrics and trim in shades color-keyed to match exteriors.



### TUDOR SEDAN

You'll enjoy its many Customline features like foam-rubber seats, convenient arm rests, front and rear, and new, bright-metal rub rail.

# You can have just the kind

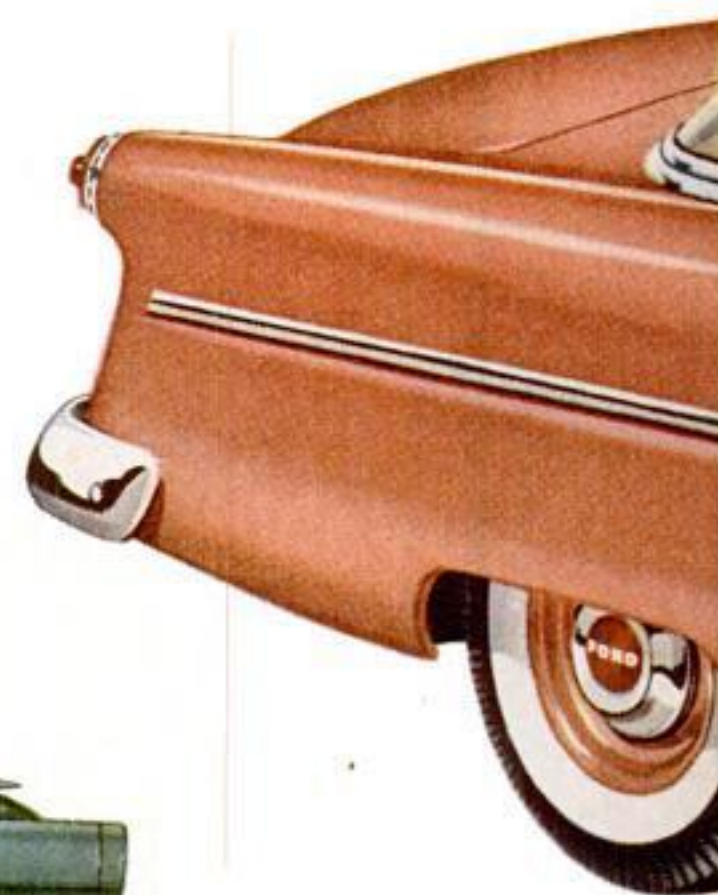
*With 3 distinctive lines... 14 brilliant body styles... 2 new engines...  
3 transmissions and 4 optional power assists\* to choose from...  
Ford offers you just the car to suit your needs and tastes.*

Choose any Ford you like and you'll enjoy recognized style leadership—modern, clean-lined beauty that “belongs” anywhere!

You'll live “in style” in your '54 Ford surrounded by sparkling new upholstery fabrics and trim. You'll ride in extra comfort, too, with Ford's revolutionary new Ball-Joint Front Suspension—the greatest riding advance since independent front wheel suspension. And, with any of Ford's 14 body styles, you can have

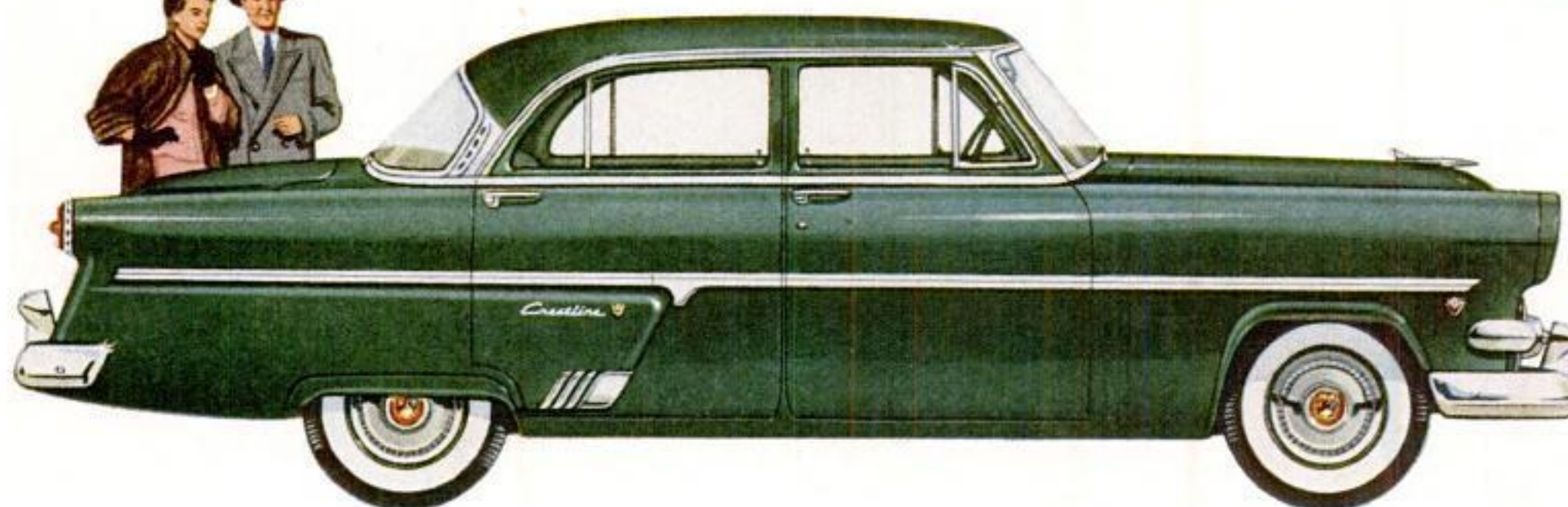
either of Ford's two new high-compression overhead valve engines . . . the 130-h.p. Y-block V-8 or the 115-h.p. I-block Six. Both are as modern as tomorrow with advanced overhead-valve, low-friction design for greater economy. And, for those who want the last word in driving ease and convenience, Ford offers all the modern power assists.

It's no wonder so many more people are finding exactly the kind of car they want in Ford!



Here's the stunning new Crestline Fordor! The ultimate in Fordor styling, it is beautifully appointed throughout.

Seats are upholstered in luxurious new nylon fabrics. Two-tone Astra-Dial Control Panel harmonizes with the completely new interior.



\*For the utmost in driving ease and convenience, Ford offers Master-Guide Power Steering, Swift-Sure Power Brakes, Power-Lift Windows and 4-Way Power Seat. Available at extra cost on most models.

## Crestline



### SKYLINER

Another Ford first in styling! Roof has tinted transparent panel that gives an open-car feeling. Exclusive to Ford in its field.



### VICTORIA

For those who want “something special.” Side windows roll down completely leaving no center posts. Vinyl or nylon-vinyl upholstery.







#### FORDOR SEDAN

Offers all-around convenience with four wide doors. As in all Fords, 2-stage door checks hold front doors two-thirds or full open.



#### BUSINESS COUPE

There's ample room for three . . . space for extra baggage behind seat. And Center-Fill Fueling makes trunk a suitcase bigger.



#### RANCH WAGON

With Stowaway seat up, it's a roomy 6-passenger sedan. With seat and tail gate down, there's nearly 8 feet of level load length.



#### FORDOR SEDAN

Another "at home anywhere" beauty. And as on all Fords you can have, at extra cost, the convenience of Fordomatic or Ford Overdrive.



#### RANCH WAGON

Newest of Ford's "double-duty" dandies, this 6-passenger beauty is upholstered in new woven plastic with matching door panels.



#### COUNTRY SEDAN

A 4-door, eight-passenger beauty. Two-section center seat folds into floor and rear seat lifts out easily for ample load space.

## of car you want in a Ford!



*Your Ford Dealer cordially invites you to Test Drive the '54 Ford of your choice*

#### Here's the glamorous new Crestline Skyliner!

With new transparent roof panel, the new Ford Skyliner is the top hit of the '54 season. With side windows rolled completely down, there is no center post to obstruct your view.



#### FORDOR SEDAN

A distinguished new body style for 1954. Offers new touches in fine-car styling . . . colorful new upholsteries and smartly tailored trim.



#### SUNLINER

America's favorite convertible. Four two-tone interior combinations complement exterior colors. Tops available in four color-fast shades.



#### COUNTRY SQUIRE

This 4-door, 8-passenger "double-duty dandy" offers all the beauty of mahogany-grain-finished body panels with blond wood-grained trim.



# The Golden Touch of Hospitality



A DISTINGUISHED PRODUCT  
FROM THE HOUSE OF SEAGRAM

THERE'S sheer perfection in the drinks you offer your guests when they're made with this finest of *all* gins. Seagram's pleasant taste, appetizing dryness and soft, smooth character can *always* be recognized and appreciated.

Then, too, Seagram's naturally *golden* color adds a distinguished flair to your hospitality—your personal Golden Touch on each occasion.

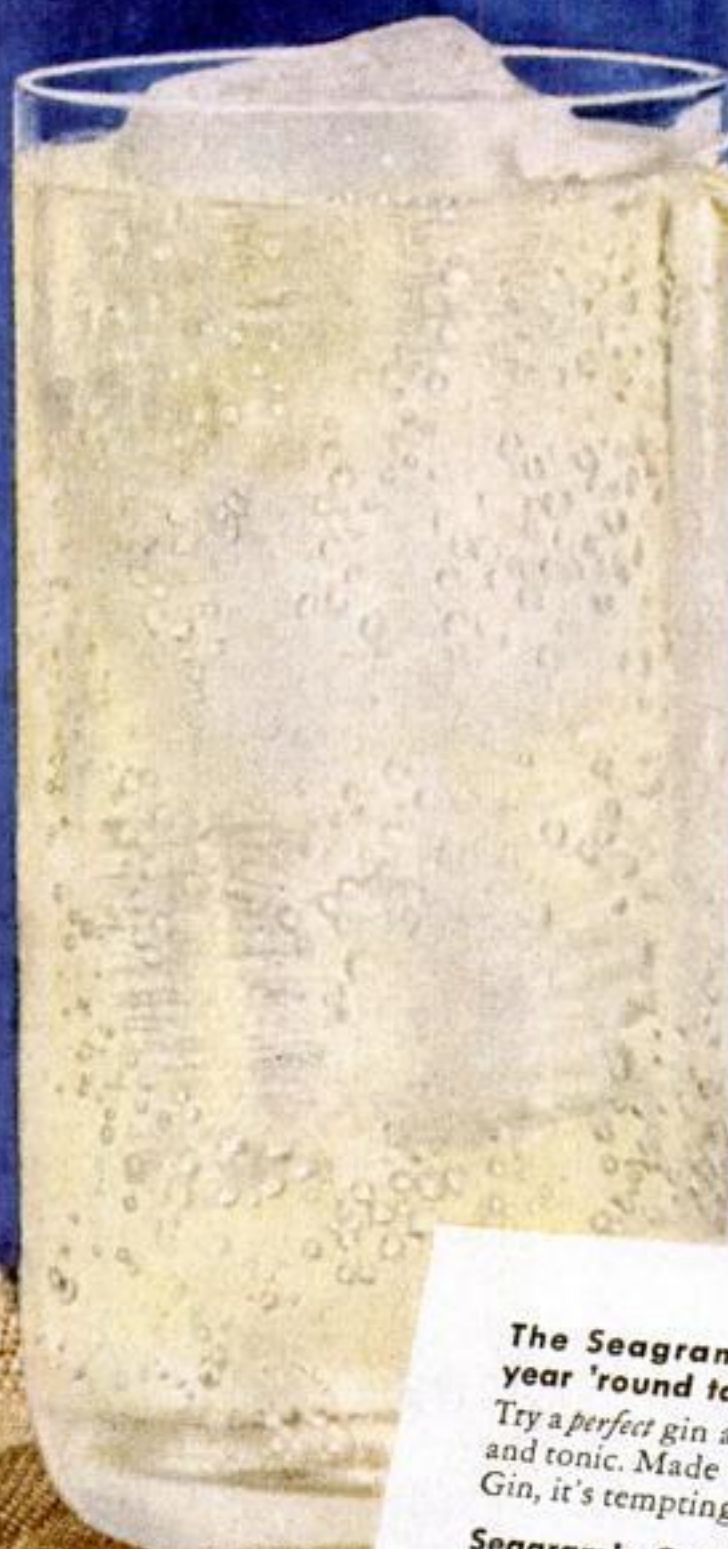
SEAGRAM-DISTILLERS CORPORATION, NEW YORK CITY.  
90 PROOF, DISTILLED FROM AMERICAN GRAIN.



**Seagram's**  
*Ancient Bottle*  
distilled dry **Gin**

*A pale golden gin of rare  
mellowness and superb bouquet  
made by an original and unique  
method, the first pale golden gin  
of its kind ever made in America.*

*distilled & bottled by  
Joseph E. Seagram & Sons, Inc.  
Lawrenceburg, Indiana*



**The Seagram Seabreeze. Smart,  
year 'round tall and tasty favorite**  
Try a perfect gin and tonic, the golden gin  
and tonic. Made with Seagram's Golden  
Gin, it's tempting, tangy, delicious.

**Seagram's Golden DRY Martini. As  
dry as dry can be and smoother, too**  
Here's the Martini of unparalleled excel-  
lence. Ask for it by name to be sure of  
complete satisfaction.





ALARMED LONDON NURSEMAID DODGES GREGORY PECK AS HE RUSHES FRANTICALLY AFTER MILLION-POUND NOTE THAT WIND HAS WAFTEO OUT OF HIS HAND

## A MILLION POUNDS OF TROUBLE

Gregory Peck proves money can buy almost anything in British movie based on a Mark Twain story

Mark Twain loved to make up stories about the catastrophic effect of preposterous happenings on the general public. In one such fable, *The Million Pound Bank Note*, a penniless and hungry young American suddenly finds himself on the streets of London with a Bank of England note for £1 million in his pocket. What happens to him is hilariously told in a Technicolor movie version of the Twain story, *Man With a*

*Million*, soon to be released by United Artists, with Gregory Peck as the momentary millionaire. To settle a bet he is given the fabulous piece of currency to hold but is not supposed to spend it, cash it or break it up. The way Penniless Peck turns London society upside down just by flashing the note now and then proves Mark Twain's contention that money conquers everything—except, of course, love.



*no matter  
how active  
you are....*



**ODO·RO·NO and  
only ODO·RO·NO**

gives you 24 hour  
protection ***GUARANTEED\****

**NEW!**

A super-effective, "Action-Proof" ingredient now in Odo-Ro-No—perfected after years of research—brings you the safest, surest deodorant protection ever known!

No other deodorant promises full 24 hour protection no matter how active you are—because no other deodorant has the secret of this remarkable "Action-Proof" formula exclusive in new Odo-Ro-No!

Switch to new Odo-Ro-No! See how much safer you are with this amazing anti-perspirant than with ordinary deodorants that only check odor. See for yourself how completely Odo-Ro-No stops odor—instantly controls perspiration—instantly supplies EXTRA PROTECTION for active moments! Never sticky, always gentle, no other deodorant is safer for skin and fabrics.

**TODAY! SWITCH TO  
NEW ODO·RO·NO**

\***GUARANTEE:** Odo-Ro-No when used daily protects completely for 24 hours, no matter how active you are, or money refunded by Northam Warren Corporation, New York.



Million Pounds of Trouble CONTINUED



**THE MILLION POUND LOOK**

The flabbergasted reactions (top to bottom) of a supercilious London hotel manager, tailor and restaurant-keeper occur in movie when a shabby American stranger reluctantly presents them with £1 million and says he has nothing smaller. Unable to change the note, they have to give him unlimited credit.

CONTINUED ON PAGE 108



# ***Now...enjoy sweet treats and protect your teeth from cavities***

**New white Ipana with WD-9 inhibits tooth-decay acids\***



**Now you can eat the sweet things you like—and need** for quick energy, a balanced diet—and stop worrying about unnecessary cavities.

Most foods, including sweets, form tooth-decay acids. But now, with new white Ipana containing acid-inhibitor WD-9, you can guard your teeth against these acids.

For WD-9 in Ipana's exclusive new formula is one of the most effective ingredients known to prevent the formation of tooth-decay acids. Acid-inhibitor WD-9 is an active anti-enzyme and bacteria destroyer.

**\*To get the best results** from new Ipana with acid-inhibitor WD-9, use it regularly after eating. Thus it acts before tooth-decay acids can do their damage.

*Brushing with new Ipana after eating really works.* A 2-year clinical test with hundreds who ate all the sweet things they wanted proved that brushing this way can *prevent most tooth decay.*

So remember, while no dentifrice can stop all cavities—you can protect teeth from sweet foods by brushing with new Ipana containing WD-9.

**Don't cut down sweets ... do cut down cavities with new Ipana®**



**New minty flavor encourages children to brush teeth.** No strong, medicinal taste in new Ipana with WD-9. And it makes your mouth so fresh and clean that even *one* brushing can stop most unpleasant mouth odor all day long.



PRODUCT OF BRISTOL-MYERS

***New white IPANA  
with Acid-Inhibitor WD-9***



To bring new  
youth and glamour to  
your beauty zone\*

Wear  
**Life Bras**  
by FORMFIT



If you are one of the 47  
out of every 100 women who are dissatisfied with  
the bra they're now wearing, know the  
thrill of wearing the right LIFE BRA! Because only  
Formfit makes bras for every figure need.

There's not another woman on earth  
with a figure exactly like yours.  
That's why it is necessary to make  
bras in so many designs—to fit the  
small bust as well as the full, the  
pendulous as well as the firm, the  
"D" cup as well as the "A."

You may be among the 47 out of  
100 women now dissatisfied... you  
may not know that bras, whether  
bandeaux, strapless, longline or  
padded, are available to fit your  
own personal needs.

Know, as our designers know,  
a bra must fit you—you must not be

uncomfortably molded to a bra. No  
other brand offers the precise fit  
made possible by LIFE Bras. LIFE  
by FORMFIT gives you the largest  
selection in the world. Knowing this,  
you will certainly want your next  
bra to be a LIFE Bra! \$1.25 to \$6.50  
at any nice store.

**FREE! "Your Figure Type—What To  
Do About It"**—This new, informative  
Formfit booklet shows how you can de-  
termine your figure type, and how to  
make the most of it. No cost or obliga-  
tion. Mailed in plain envelope. Write to  
The Formfit Company, Dept. S-54, 400 S.  
Peoria St., Chicago 7, Illinois.

THE FORMFIT COMPANY • CHICAGO • NEW YORK

Million Pounds of Trouble CONTINUED



**RESPLENDENT HERO**, living on the cuff in a swanky hotel suite and dressed to kill in unpaid-for clothes, gets gloves from comic valet he has hired.



**RELUCTANT HERO** tries to tell the Duchess' daughter (Jane Griffiths) he is not rich. She accuses him of thinking she is after his money and jilts him.



**EJECTED HERO** is borne out of the Stock Exchange, where outsiders are not allowed, when he tries to bolster gold mine stock he inadvertently backed.





## PERFECT COCONUT CREAM PIES IN HALF THE TIME!

1. A new complete coconut cream pie filling! Even the shredded coconut is right in the box!
2. Cooks in about 5 minutes . . . fills an 8-inch pie shell to burstin'.
3. Perfect for pies—marvelous for puddings. Try some new Jell-O Coconut Cream Pudding and Pie Filling soon.



Vanilla  
Chocolate  
Butterscotch  
Lemon  
Coconut Cream

JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORPORATION

Copyrighted material



The partners of Bellows & Company  
had 53 whiskies to choose from...



*This is the one  
they chose  
for themselves*



They called it "**Partners Choice.**"  
Today this identical brand is yours  
to enjoy. It contains more aged  
whiskies than any other nationally  
sold blend at its price—delicately  
balanced with fine grain neutral  
spirits. *Isn't it time you tried it?*

BELLOWS **PARTNERS CHOICE**

BELLOWS & COMPANY, BALTIMORE, MARYLAND • 40% STRAIGHT WHISKIES, 4 YEARS OR MORE OLD • 60% GRAIN NEUTRAL SPIRITS • 86.8 PROOF





## GREEN GOLD

Huge aquamarine in vault awaits  
court ruling as to who owns it

This green stone, which weighs 56 pounds and is valued at an estimated \$1 million, may or may not be the world's biggest aquamarine, but it unquestionably has the most confused history. For the last seven years courts in Brazil, its country of origin, have been trying to decide who owns it. Issues in the case are so involved that no one is even sure exactly when and where in Brazil it was found.

In 1946 a syndicate representing one of the

many claimants shipped the 125,000 carat semiprecious rock to the U.S., intending to have it cut into small stones for sale as jewelry. Legal complications blocked these plans. Since November 1946 the big stone has rested in the iron-barred vaults (*above*) of the Manufacturers Safe Deposit Company in New York. It is now impounded at the request of Brazilian authorities and cannot be cut or sold until courts eventually solve the mystery of its ownership.





## At home with any color in your wardrobe—Wicker

Soft and muted and a completely modern color is WICKER. In a dress shirt or sport-shirt, WICKER, in its own quiet way, does wonders with every suit or pair of slacks . . . gives new richness to your appearance. We liked it so much we made it in undershorts, pajamas, and handkerchiefs as

well. And all have the many extra styling and tailoring details you expect from *Manhattan*. Get into WICKER today—and see what a lift it gives you and your wardrobe.

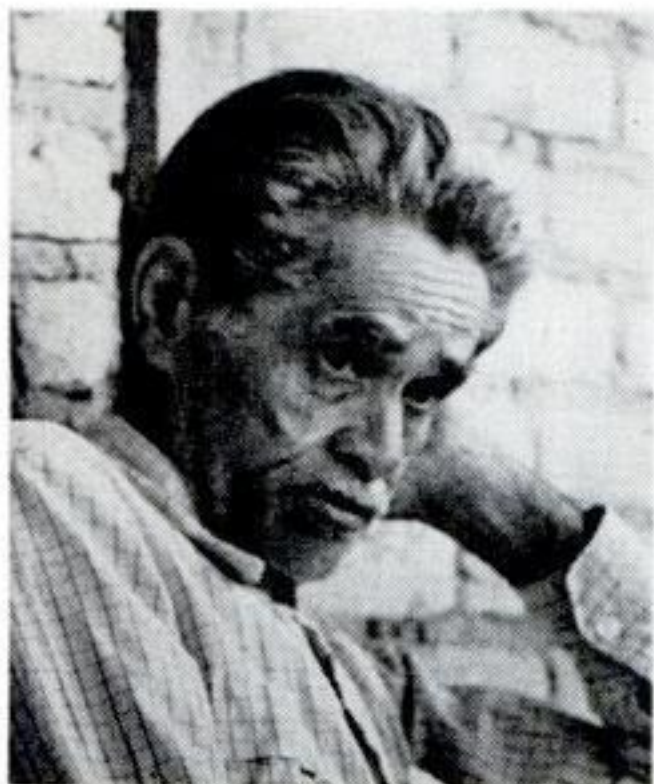
Shirts, broadcloth \$3.95; Piqué \$5.00; Sport-shirts \$5.00; Pajamas \$5.00; Undershorts \$1.25; Handkerchiefs \$.55; Silk Ties \$2.50.







**MOUNTAIN VALLEY** some 150 miles north of Rio de Janeiro is where majority say stone was found, though it was registered as from another state.



**THE OWNER** of land where stone was apparently found, Joaquim da Silva, says he gave prospecting rights to Altivo Lopes da Silva, claims 10%.



**THE MINER**, José Nery, says he owns aquamarine because he found it. He denies Altivo's claim that he was working for Altivo at the time.



**THE WIFE** of Altivo, Dona Leonidia, received stone from Nery in her husband's absence. Nery says he gave it to her only to have it registered.



**THE PROSPECTOR**, João Fernandes de Assis, says government gave him right to prospect where aquamarine was found, demands percentage.

# BAD ACCIDENT CAN BE SAD TEST OF CAR INSURANCE

A lot of people buy their car insurance without really knowing what they're getting. For example: How strong their insurance company really is . . . How far their protection goes . . . What sort of help is available when they're in trouble. If you are in that boat, you should check the facts below. Better still, call a Liberty Mutual representative and let him tell you about Liberty Mutual protection and service — and savings, too.



**Driver in Trouble . . .** big lawsuit ahead! Will his insurance company get on the job promptly? How can he get help? If he's a Liberty Mutual policyholder, the next step is easy. A Liberty Mutual claims man can be reached at any hour of the day or night from anywhere in the U.S.A., Canada or Hawaii. He's paid to protect you — trained to know how.



**Another Way to Save:** Home owners who place their home fire insurance with Liberty Mutual have been getting savings of 25% in the form of dividends for many years. This is a typical example of Liberty Mutual's efficient operation.

## IMPORTANT FACTS

There's a difference in dollar strength among insurance companies. Standard authority is Best's Reports, in which Liberty Mutual gets the **Highest Financial Rating: AAAAA.**

Careful selection of policyholders cuts losses. Direct service cuts operating expense. Together, they have enabled Liberty Mutual to give automobile policyholders (regardless of accidents) **Savings through Dividends—Currently 15% in Most States.**

Your Liberty Mutual salesman is on a salary. He's paid to serve you. You fare better by this **Direct Sales Service.**

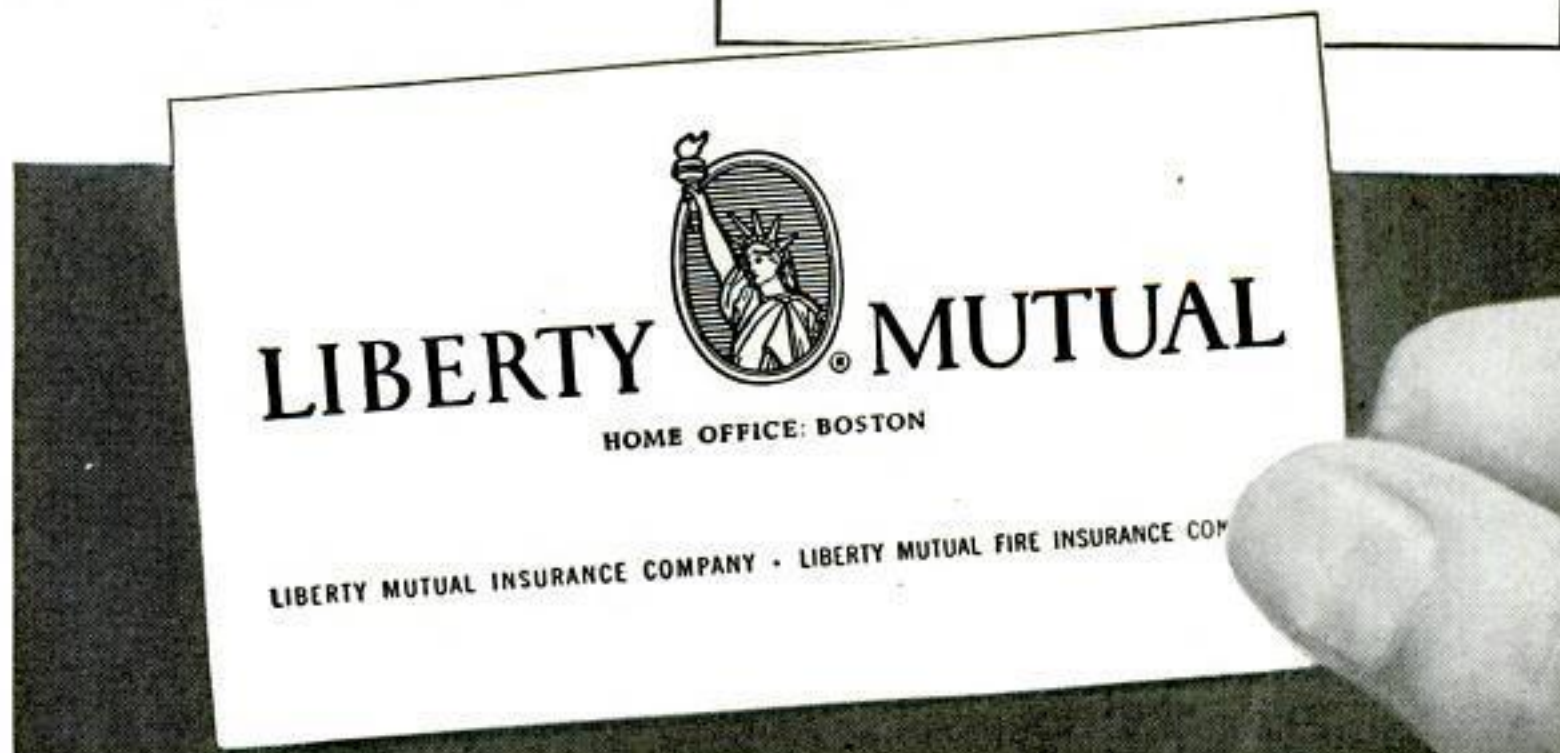
Wherever you drive in the U.S.A., you're within reach of Liberty Mutual service. You get **Service and Protection in All 48 States.**

Are you driving to Canada? Don't worry — Liberty Mutual provides **Service and Protection in Canada.** Driving in Mexico? Liberty Mutual can arrange for coverage.

You can reach the Liberty Mutual claims man by telephone at any hour of the day or night, in the U.S., Canada or Hawaii. That's the meaning of **24-Hour Claims Service.**

When you want insurance information fast, you deserve a quick, correct answer. During business hours a licensed Service Representative is always beside the Liberty Mutual telephone . . . **Always "In" When You Call.**

It's a great advantage to get the same direct, friendly service on *home* as well as *car* insurance — both non-assessable. Liberty Mutual gives you this **"One-Stop Insurance Service."**







Brewed to the American taste . . . to the American figure

# Ballantine Beer watches your belt-line

...with fewer calories than any other leading beer

The beers of today . . . practically all of them . . . are lower in calories than they once were. None contains starch, and as for sugar, there's not more than a negligible trace in any of them.

Still, if you're counting up your calorie quota, you'll be happy to know that laboratory tests show Ballantine has fewer calories than any other leading beer.

But Ballantine not only watches your belt-line. Ballantine

Beer is brewed to the American taste as well as to the American figure.

Ballantine Beer is the product of 114 years of brewing experience. Brewed from nature's finest barley malt and hops, it has the same full flavor and fine character that have made it one of America's largest selling beers.

Next time, ask the man for Ballantine—the low-calorie beer with the flavor that chill can't kill!

P. Ballantine & Sons, Newark, N. J.

*"m-m-m, the wonderful flavor that chill can't kill!"*





# Male Designs on Women

## LADIES SHOP FOR SELVES IN A MAN'S STORE

Although Brooks Brothers is generally identified with impeccably conservative male plumage, the staid New York store has recently become a shopping haunt for sophisticated women. This trend was started when the store opened a counter, placed discreetly at the rear of the main floor, where tweedy young women from college or the suburbs could buy the Brooks Brothers man's shirt many of them had

begun wearing. Given this opening, more and more women have encroached upon the whole store, greedily discovering other items of male apparel that they can take over for themselves. Among their findings are a loose-fitting dressing gown (*below*) which is as stylish as it is comfortable, a boy's topcoat which stops fashionably short (*right*) and even a man's boiled shirt which has gone soft for a woman (*p. 116*).



AT STORE'S ENTRANCE college girl wears a Brooks polo coat (\$125), muffler in Harvard colors.



SHOPPING INSIDE, girl wears boy's tweed topcoat (\$69) with white scarf and gloves, slim skirt.

AT HOME Brooks customer wears tie-silk dressing gown (\$27.50), with mules and many bracelets.







Pretty housewife Mrs. Dolores Dalzell uses detergents daily — but doesn't take chances with her hands.

**"I scrub 1600 sinks  
a year... but I'm proud of  
my pretty hands!"**

Only 10¢ to \$1.00 plus tax



Dolores Dalzell's shining home is proof of the good job detergents can do. She uses them to scrub over a thousand sinks a year. (You scrub that many, too!)

Without detergents, she'd work much harder. But the same detergent action that cuts right through grease, can rob her hands (and yours) of natural oils, and leave them rough and red.

Dolores' solution? After detergents — after any harsh soap or cleanser, she smooths pure, white Jergens Lotion on right away.

It penetrates instantly (instead of just "coating" the skin) with two softening ingredients used by doctors.

Except for the way her home sparkles — you'd never guess Dolores uses detergents. Her hands are as soft and pretty as the day she was married! Use the world's most popular hand care — and keep your hands safe, too!

**Use Jergens Lotion — avoid detergent hands**



**BOY'S SPORT SHIRT** (\$10.95) is made feminine by adding rhinestone buttons and wearing it open with scarf.



**CLASSIC CAMPUS OUTFIT** consists of a pink shirt (\$8), Bermuda shorts (\$15) and striped elastic belt (\$2.25).



**MAN'S DRESS SHIRT** with pleated front has been copied in voile for women (\$11.50). Narrow silk tie costs \$1.



# "Imagine! Our roses in Life Magazine!"

"We moved into our new home 4 years ago. We started planning and planting a rose garden, though neither my husband nor I had any experience growing roses. Right from the start we used Vigoro, and the results . . . well, even we have been amazed! We have dozens of floribunda and hybrid tea roses, and gorgeous climbing roses along the fence. We certainly credit Vigoro for much of our success!" **Mr. and Mrs. Ray Kinkaid, Highland Park, Illinois**



UNFED

VIGORO-FED

These two roses were grown in a controlled greenhouse test under identical conditions. See what a difference Vigoro makes!

## You and VIGORO\* can do wonderful things!

Use regular Vigoro or new, water soluble Instant Vigoro . . . both give the same fine results!

Do you really think that only the *experts* can raise beautiful flowers? Do you have a feeling that your soil just isn't good enough to get the kind of results you want?

Then Vigoro was made for you! For Vigoro, complete, balanced plant food, can make even the poorest soil rich in all the nutrients needed to grow the finest flowers. And that applies to any flower you grow . . . annuals, biennials, bulbs or perennials. In fact, in actual feeding tests, Vigoro has made grass, flowers and vegetables grow and thrive in just plain sand.

So, even if you haven't a "green thumb"—even if your soil isn't all it should be—you and Vigoro can do wonderful things.

Vigoro is an all-purpose plant food. That means it's ideal for use on lawns, or for flowers, vegetables, trees and shrubs. Get Vigoro today. And remember: The more beautiful your lawn and garden look, the more valuable your property becomes.

\*Vigoro is the trade-mark for Swift & Company's complete, balanced plant food.

Ask your dealer about special savings on 50-lb. bags of Vigoro!



### The VIGORO Family for complete garden care!

Instant Vigoro . . . it's Vigoro in handy, water soluble form. You mix it with water and apply as a liquid. Provides the fastest possible complete feeding action. Ideal for leaf feeding of vegetables and flowers.

End-o-Pest . . . destroys most chewing insects, sucking insects and fungus diseases, providing the pest protection every garden needs. Handy dust gun container; two-pound bags.





carefree is the word for the new spring suits made with Acrilan

Up . . . up . . . up go your spirits when you know you'll stay fresh-looking all through the day. You will—through *lots* of days—in these Briarbrook suits made with Acrilan, the remarkable acrylic fiber. Acrilan not only gives these suits an elegant look and feel. It helps them keep their crispness and stay clean longer. That means fewer trips to the cleaner and little or no pressing *between* trips. Another Acrilan blessing: you can wear these suits right through the summer, because Acrilan makes them light on the shoulders, lets the fabric breathe, too.

Free yourself of clothing cares. Join the swing to Acrilan.

**BRIARBROOK** SUITS TAILORED BY LESLIE FAY, ABOUT \$30 - FABRIC: BURLINGTON MILLS' "BURLEDA" 50% ACRILAN, 50% RAYON

**ACRILAN**®

ACRYLIC FIBER BY  
CHEMSTRAND

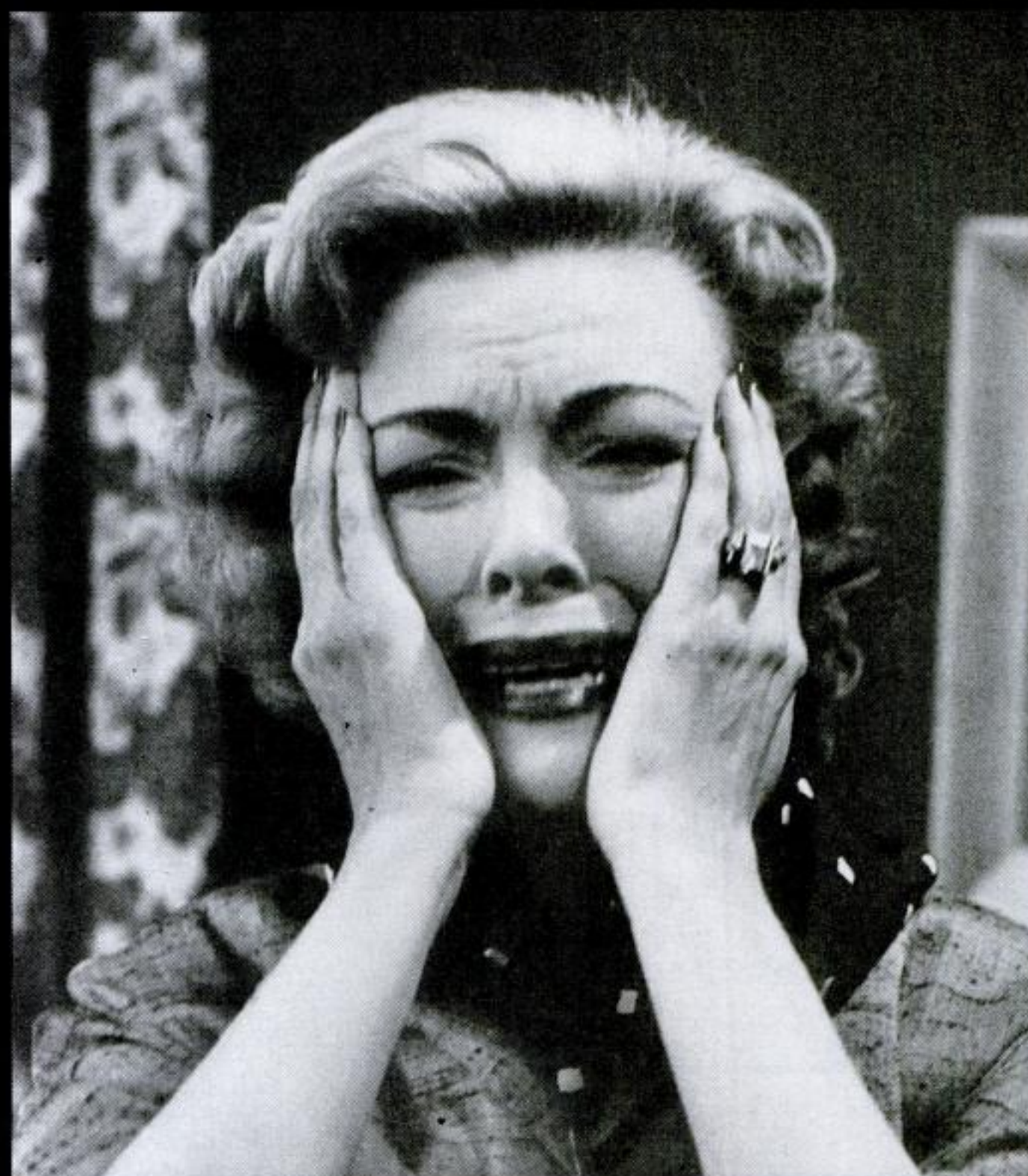
AT BEST'S APPAREL, SEATTLE • WM. A. BLOCK, INDIANAPOLIS • CARSON, PIRIE SCOTT, CHICAGO • FAMOUS & BARR, ST. LOUIS • FILENE'S BOSTON • JOSEPH HORNE, PITTSBURGH • MABLEY & CAREW, CINCINNATI • MACY'S, NEW YORK  
MAY CO., LOS ANGELES • GUS MAYER, NEW ORLEANS • STRAWBRIDGE & CLOTHIER, PHILADELPHIA • TITCHE-GOETTINGER, DALLAS • WINKELMAN'S, DETROIT • WOODWARD & LOTHROP, WASHINGTON • YOUNKER BROS., DES MOINES  
THE CHEMSTRAND CORPORATION, DECATUR, ALABAMA • NEW YORK OFFICE: EMPIRE STATE BLDG., NEW YORK 1, N. Y.



# SOAP OPERA WAILS AND WOES



WIDOW HELEN EMERSON WATCHES  
NEIGHBOR VAMPING HER BEAU



WIDOW ALTHEA DENNIS FIGHTS OFF  
A NERVOUS BREAKDOWN



CRIME REPORTER VANESSA DALE  
TELLS OFF NEUROTIC SISTER

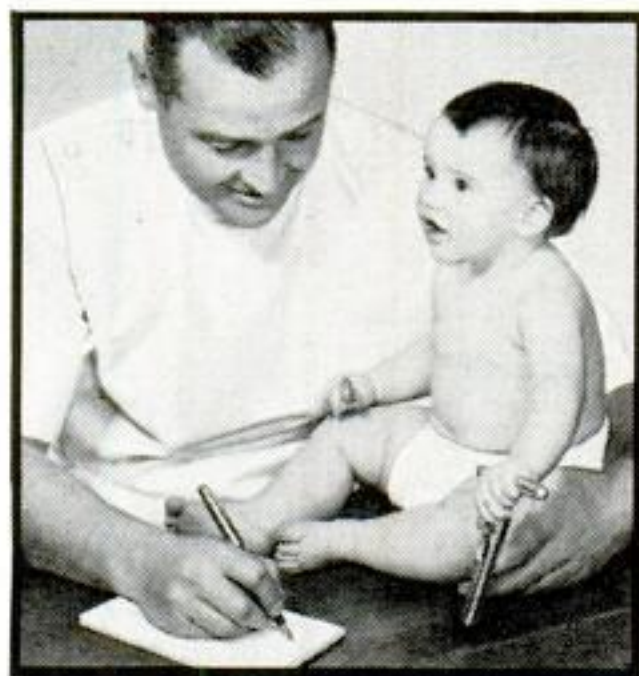


KATHY ROBERTS HEARS HUSBAND  
SET THEIR ANNULMENT DATE

FOR THE SAD DETAILS, TURN PAGE →



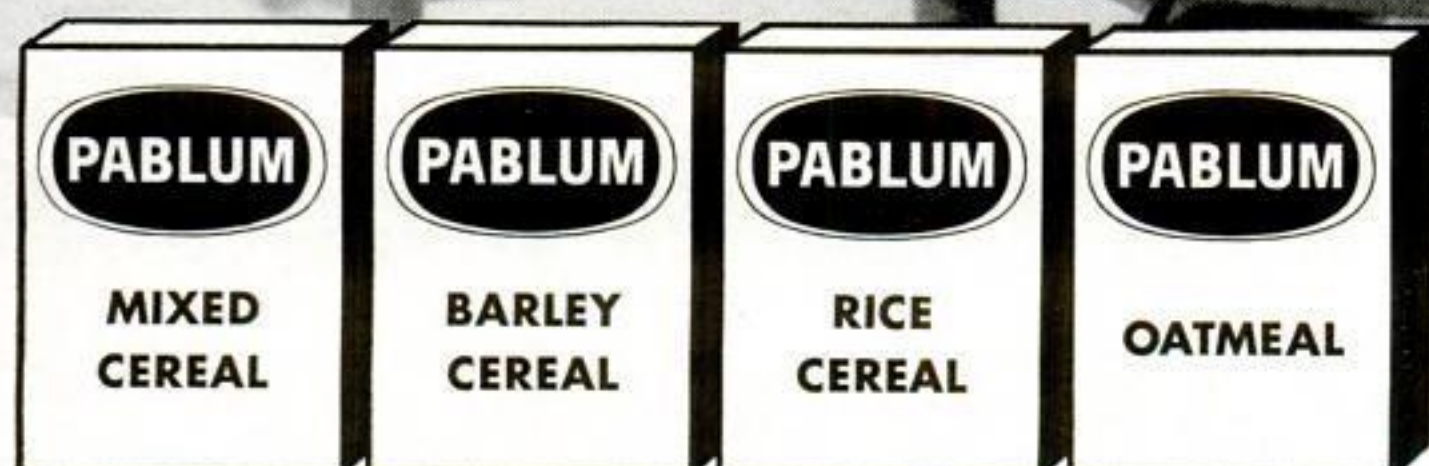
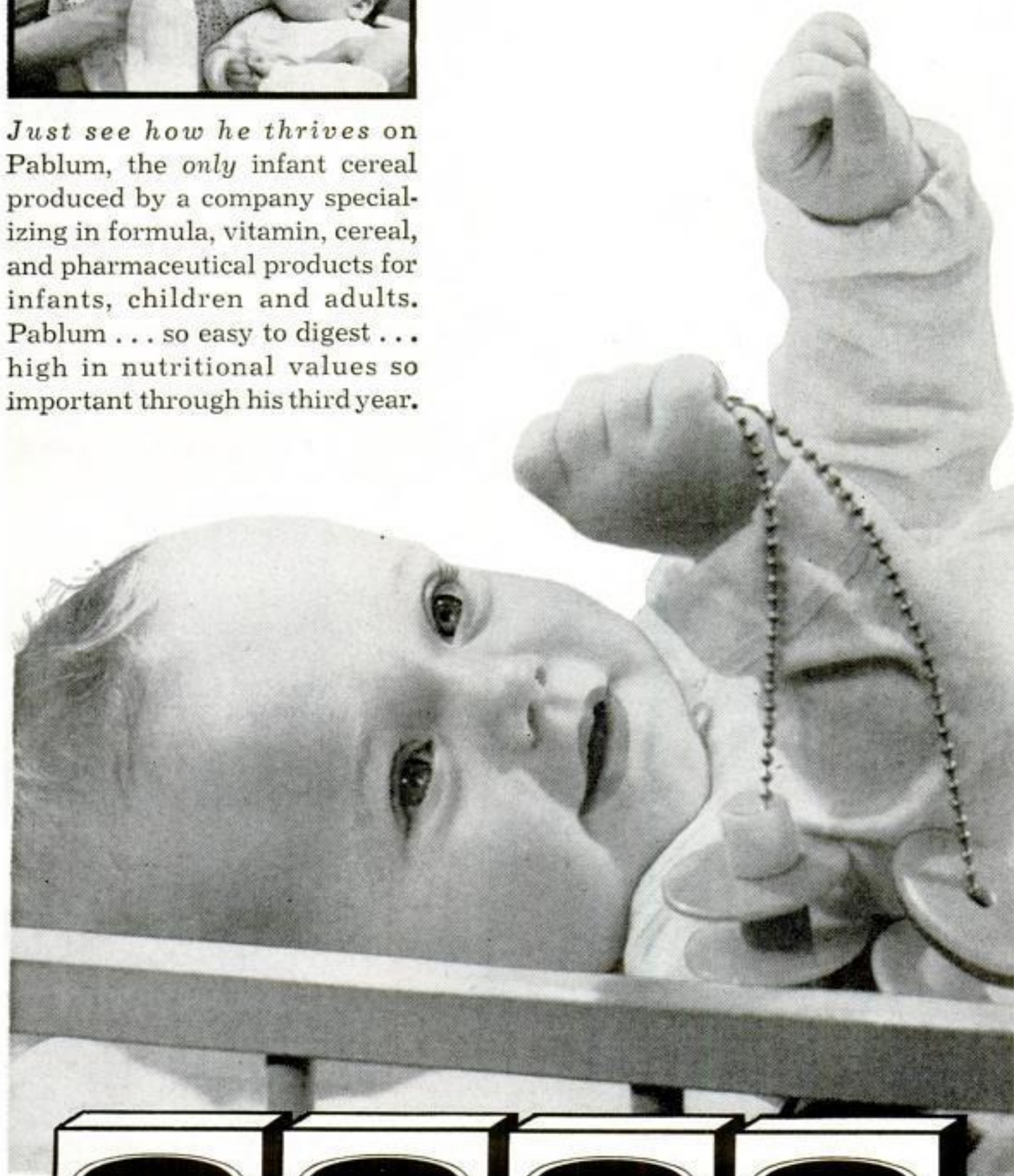
Have fun, darling—  
wise heads  
are making sure  
you grow up  
strong and healthy!



In expert hands, baby gets off to a good start. Depend on your doctor to help you even with your smallest problem. And to give baby the variety he craves, depend on the four different-tasting Pablum cereals. The exclusive "Handy-Pour" package spout keeps cereal safer, fresher.



Just see how he thrives on Pablum, the only infant cereal produced by a company specializing in formula, vitamin, cereal, and pharmaceutical products for infants, children and adults. Pablum... so easy to digest... high in nutritional values so important through his third year.



4 varieties at your druggist's or grocer's

Pablum® is the original pre-cooked cereal made by Mead Johnson & Co.

—world famous for nutritional and pharmaceutical products.

MEAD

## SOAP OPERA CONTINUED



### A SHADOW MOVES IN ON HELEN

*Valiant Lady* (12-12:15 E.S.T. daily, CBS) is one of the TV soap operas whose distraught heroines are shown on the preceding page. Its central character, Helen Emerson (Nancy Coleman), whose husband died of a heart attack, is in turmoil because her dear friend Bill is being lured by her next-door neighbor, a divorcee. Helen's neurotic daughter Diane has eloped with a divorced man but returns unwed because her lover will not marry her unless Helen consents. As she reads to her younger daughter, a shadow appears at her window. It belongs to a friend of her late husband. He asks if she plays bridge.



### ALTHEA FINALLY TAKES TO COUCH

In *The Brighter Day* (1-1:15 E.S.T., CBS) Althea Dennis (Brook Byron) made a precipitous marriage and gave birth to a daughter named Spring, after her husband died in Korea. Getting a job in a touring play, she was crushed on the first night by a falling sandbag. Back with her family, she flies into frequent spells of hysteria. Her brother Grayling then discovers that she had fled from psychiatric treatment. Fearfully she finally goes to Dr. Hamilton who reports that women like Althea are happier in the kitchen. "A kitchen," he declares, "is the warmest place in the house... perhaps the warmest in the world."

CONTINUED ON PAGE 122



# Now.. Millions of Americans Don't Suffer when Acid Indigestion Strikes

*...because They Always Carry This Wonderful Relief*



WHO'D GUESS THIS SMILING DAD SUFFERED  
ACID INDIGESTION JUST MINUTES BEFORE

Sensible Americans in all walks of life—businessmen, professional men, statesmen, laborers, housewives—avoid distress this simple way

You never know when acid indigestion may strike you. Dozens of common, everyday foods can cause acid distress...to say nothing of "rich dishes", as well as drinking or smoking on an empty stomach.

But today there's no need for anyone to suffer the pain or discomfort of acid indigestion, when TUMS offers such quick and convenient relief. Gas, heartburn, sour stomach and that hateful full feeling are quickly, almost instantly, relieved when you neutralize excess stomach acids with wonderful little TUMS.

Many people have abandoned the hazardous, excessive use of baking soda or "bicarb."... And TUMS contain no "bicarb" or soda of any kind.

No mixing or measuring... no spoon or glass with TUMS. You simply pop TUMS in your mouth any time, any place, without anyone even noticing. And there's no fear of laxative action to worry you when you're out in public.

TUMS is the best and handiest little friend American tummies ever had. They do not distend the stomach with gas, do not over-alkalize or cause acid rebound. TUMS cost only a dime for a whole roll. And you couldn't buy safer, quicker, more wonderful relief for a ten dollar bill.



People all over the Nation carry Tums as faithfully as they carry their keys!

## TUMS *for the Tummy*



set your body FREE...make  
every motion BEAUTIFUL...in  
**Figurama\***

Not just a new girdle... but a girdle  
different from all others! See how Flexees  
unique design duplicates the motion of the torso  
muscles in directional pull. Diagonal side-  
panels, front and back, slim and lift your  
muscles; half-moon sections at the hips give  
you leg-free action. Be fitted to Figurama  
today... for such beauty, such freedom, as  
you never before enjoyed!



**Figurama  
Girdles:**  
\$12.95 • \$15.95

\*U.S. Letters Pat. 2,607,037; 1 m. app. for

At better stores. For stores near you write Flexees, Inc., Dept. Li, 417 Fifth Avenue, New York 16

**SOAP OPERA CONTINUED**



**VANESSA UNCOVERS VICE AND GUN**

In *Love of Life* (12:15-12:30 p.m. E.S.T., CBS) crusading reporter Vanessa Dale (Peggy McCay, *above, left*) clashes with her neurotic sister Meg (Jean McBride), who is employed by a gambler about whom Vanessa writes an exposé. Vanessa's paper does not publish the exposé. Instead Vanessa is fired because the gambler is protected by an influential banker who does not know his son was victimized by the gamblers. Discovering that Meg's neurotic son, born of a broken marriage, has a rifle, Vanessa takes it from him, fights with her sister.



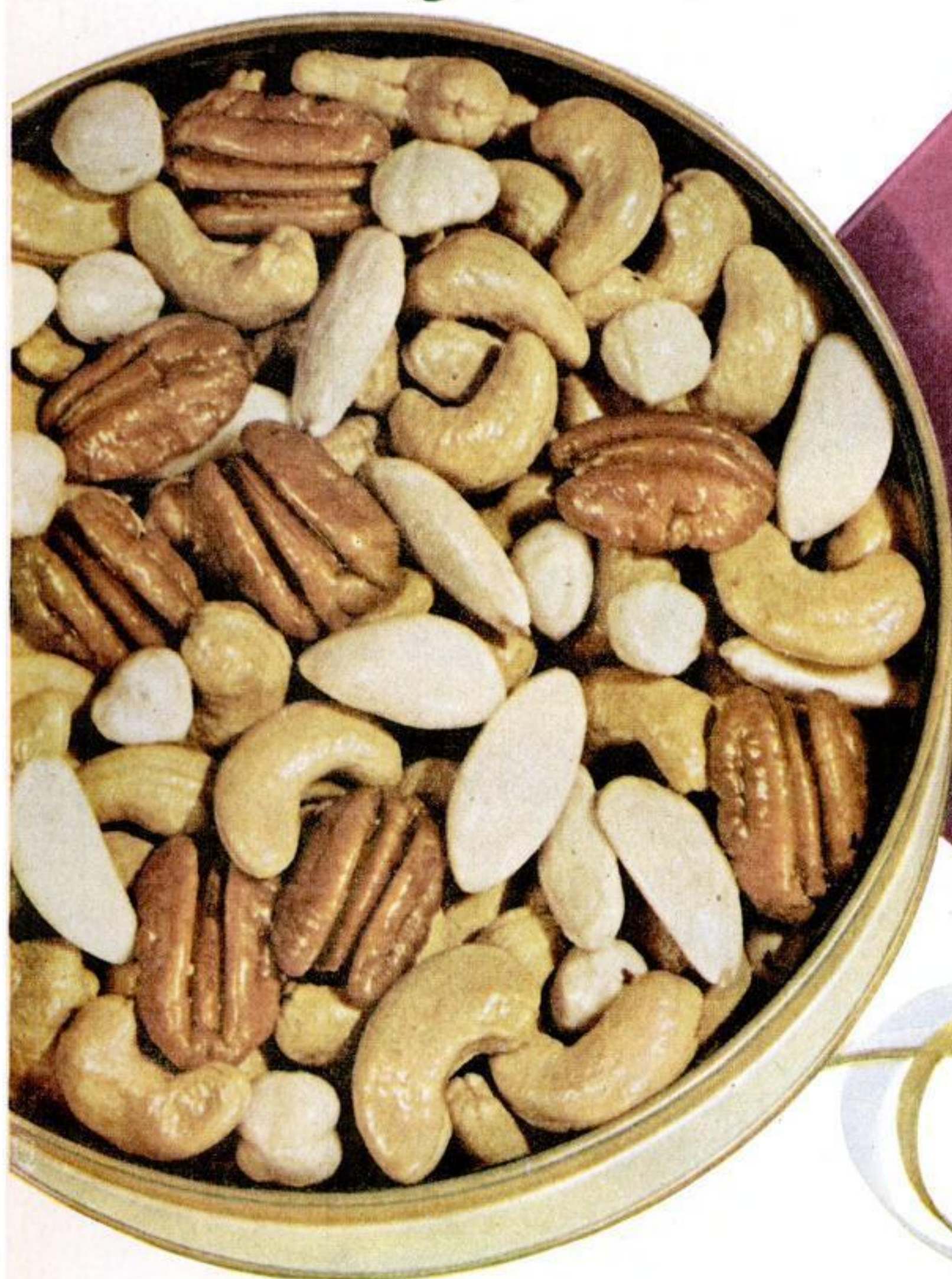
**KATHY'S FRIEND GETS SMITTEN**

In *The Guiding Light* (12:45-1 p.m. E.S.T., CBS) the husband of Kathy Roberts (Susan Douglas, *p. 119*) is furious when he hears that Kathy's baby was fathered by Kathy's first husband. He wants to annul the marriage. But now *Guiding Light* faces a real life complication. Miss Douglas, who plays Kathy, is going to have a baby and will leave the show for a while. So *Light* is building up a subplot about Kathy's friend Peg (Patricia Wheeler, *above*), a nurse who falls in love with a mysterious plastic surgery patient, a murder suspect.

**CONTINUED ON PAGE 125**



# Double Kay salted nuts -the Gift Supreme!



full pound  
**\$2.00**

## World's finest salted nuts

**an extra special Easter treat...never forgotten  
...always remembered!** Double Kay Gift Supreme is attractively gift packaged. It is vacuum sealed and guaranteed crispy-fresh when opened anywhere, any time.

THE KELLING NUT CO. Chicago, Ill. • Branches in leading cities throughout the U. S.

**Double Kay**

WORLD'S FINEST SALTED NUTS



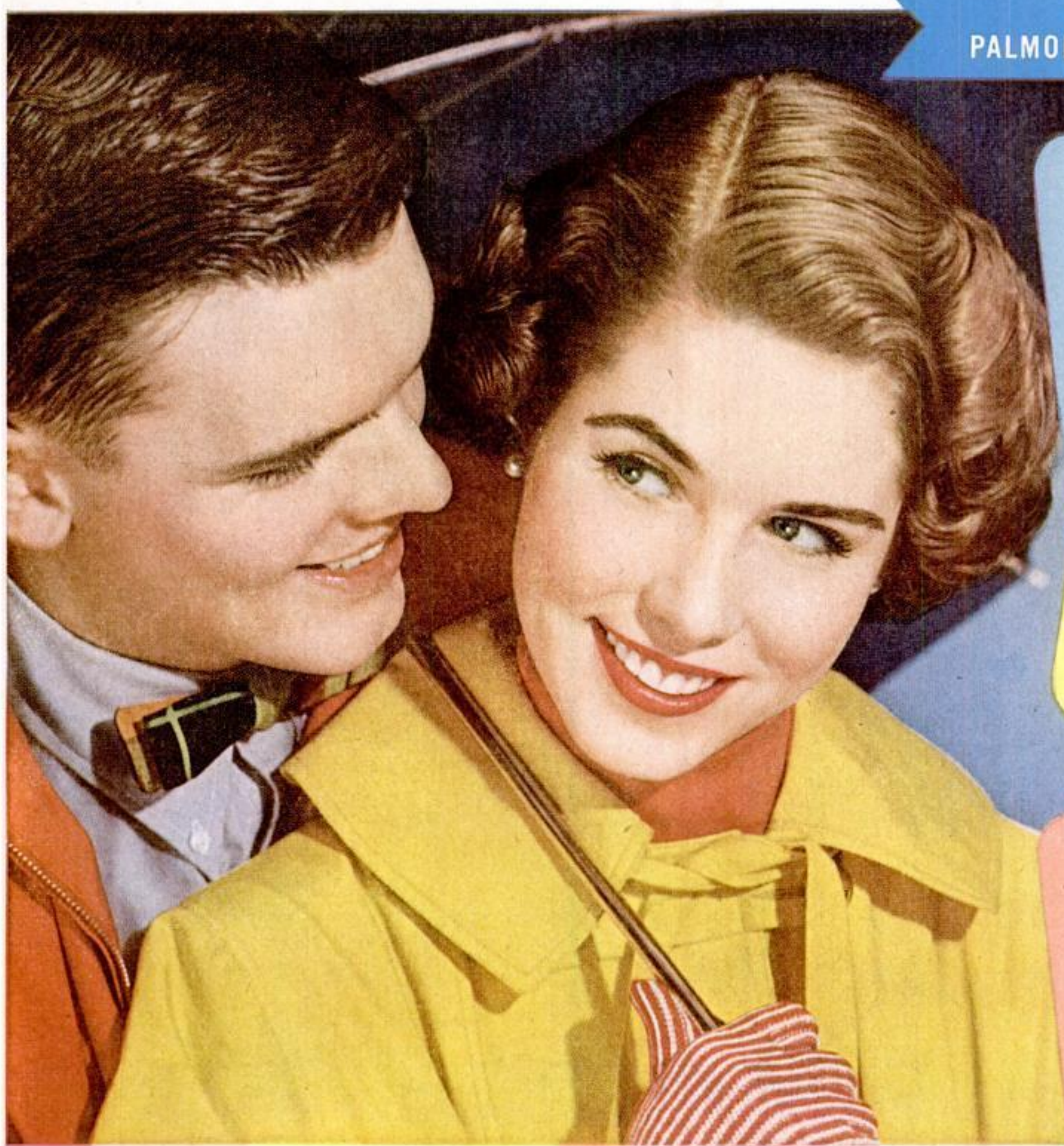
When planning a party, cocktails or luncheon, order toaster-fresh Double Kay Salted Nuts from the famous Double Kay Nut Shops in better stores everywhere. Always ask for Double Kay, the world's finest salted nuts.

BE THOUGHTFUL...BE DIFFERENT...CHOOSE THE GIFT SUPREME



# Now! Palmolive Soap Proved Mildest- *Better for Complexion Care*

than any Leading Toilet Soap...Floating Soap...even Cold Cream!



9500 SKIN TESTS PROVE  
PALMOLIVE THE MILDEST SOAP OF ALL!

**Palmolive Is Proved  
Far Milder than Other  
Leading "Beauty" Soaps!**

Yes, a group of doctors and skin specialists has found that Palmolive is far milder than other leading "beauty" soaps—milder than "castile" soaps, too!



**Palmolive Is Proved  
Much Milder than Leading  
White "Floating" Soaps!**

Test after test on women with all types of skin shows that Palmolive is milder than leading white "floating" soaps and "deodorant" soaps!



**Palmolive Is Proved  
Even Milder than  
Costly Cold Creams!**

This amazing fact surprised even scientists: Palmolive is definitely milder than leading cold creams. Yes, Palmolive is proved 100% mild!



*Skin Specialists Agree:*

**Milder Cleansing is Better for Your Complexion!**



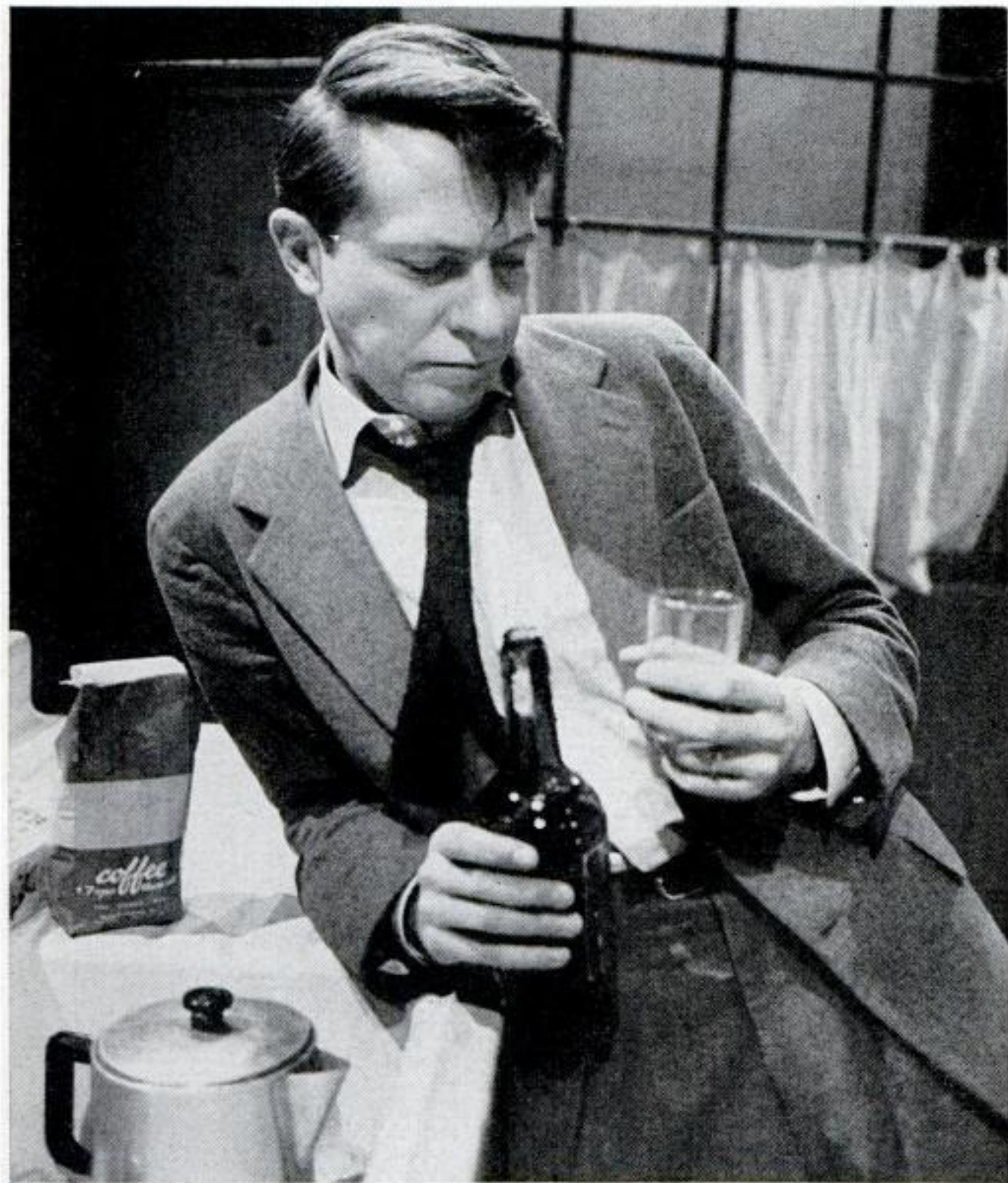
Yes, for softer, smoother skin—that Schoolgirl Complexion Look, you want a *mild* soap. The less your skin is irritated, and the cleaner it is, the lovelier it will be. Palmolive agrees with your skin better—because it's the *mildest* of them all. That's why no other leading soap or cold cream gets skin *thoroughly clean* as gently as Palmolive.

So change today to *Palmolive's Beauty Plan*... gently massage Palmolive's 100% mild, pure lather onto your skin for 60 seconds, 3 times a day. Rinse; pat dry. In 14 days or less, see if you don't have softer, smoother, brighter skin—that Schoolgirl Complexion Look! You'll find Palmolive is the **MILDEST** of them all—far better for your complexion!



***PALMOLIVE SOAP IS 100% MILD—BETTER FOR YOUR COMPLEXION!***





PETER AMES TRIES TO DROWN LONELINESS WITH EARLY MORNING NIP

## WIDOWER BATTLES THE BOTTLE

In most soap operas men are relegated to shadowy roles as spineless foils of the heroines. In only one, *The Secret Storm* (4:15-4:30 p.m. E.S.T., CBS), is a man the protagonist. He has just as many troubles as the women. Peter Ames (Peter Hobbs) is the father of three children who loses his wife in an auto accident while she is racing to a party to hear his promotion announced. In despair Peter starts drinking, sometimes before breakfast. His problems are multiplied by his sister-in-law Pauline (Haila Stoddard, below), who is bitter because he once jilted her. Pauline tries to make his children think Peter is going mad. In his cups and anguish Peter goes to the attic, plays old records his wife used to enjoy and imagines he sees her ghost. Pauline is overheard plotting the destruction of the phonograph records, and Peter orders her from the house (below).

Although soap operas do not have quite as firm a stranglehold on TV daytime hours as on radio, there are now 10 available to housewives, and more are on the way. TV has not simplified their complicated plots, as these synopses show, or speeded their slow progression.



AS CHILD AMY REVEALS HER AUNT'S PLOT, PETER FLIES INTO A RAGE



Mr. and Mrs. M. L. Ganly and son Dave cook at a roadside park on their cross-country motor vacation.

## "Our Coleman Camp Stove Saved Us \$7.36 a Day on Our Vacation

...and we had more fun, too," Says Mr. & Mrs. M. L. Ganly



"We kept records. Cooking our meals along the way on our Coleman Camp Stove saved us an average of \$7.36 a day on food costs for the three of us."

The Ganlys, a Saddle River, N. J., family, stretched their vacation into an extensive tour of the West with their savings. Utilizing roadside, city and national parks at meal time, they ate hot, home-style meals in comfort from their Coleman Folding Picnic Table.

"Our Coleman Outing Pals paid for themselves many times over. Our Coleman Floodlight Lantern proved invaluable as a day-stretcher. It helped us go farther, do more per day with its handy light."

Use Coleman all the way on YOUR next vacation trip. You can go farther, stay longer and have more fun... with big savings on food costs!



**Coleman Folding Camp Stove** cooks like a gas range. High-power burners light instantly... no smoke, soot or ashes. New streamlined copper-brazed fuel tank; resists corrosion. Durable, safe. 2 and 3-burner models. Fold up, carry like a suitcase. High Stand fits all models. Ask your dealer for a demonstration.



**Coleman Floodlight Lantern** adds hours to your happy outings. Floods 100-ft. circle with brilliant light. Sturdy, lightweight. 8 to 10 hours lighting service with one filling. Lights instantly. Safe, stormproof. With Coleman Reflector, makes powerful searchlight. See it lighted at your dealer's.



**Coleman Folding Picnic Table and Carrying Case** Gets you off damp ground, away from insects. Sets up in a jiffy on stout legs. All steel construction. 26 1/4-in. high. Big, 28-inch square top. Folds into carrying case; legs, stools, extra space for outing gear inside. Fine for utility use at home. See all three Coleman "Outing Pals" at leading Hardware, Sporting Goods and Department stores.



**NEW Outdoor Book FREE**—Brand new edition. Packed with useful tips for your vacation, picnics, hunting and fishing trips. Mail coupon for your copy.

The Coleman Company, Inc., Wichita 1, Kansas

**MAIL COUPON TO** The Coleman Company, Inc., Dept. 202-U, Wichita 1, Kansas

Please send me my copy of the NEW Coleman Outdoor Book, "How to Have More Fun on Every Outing."

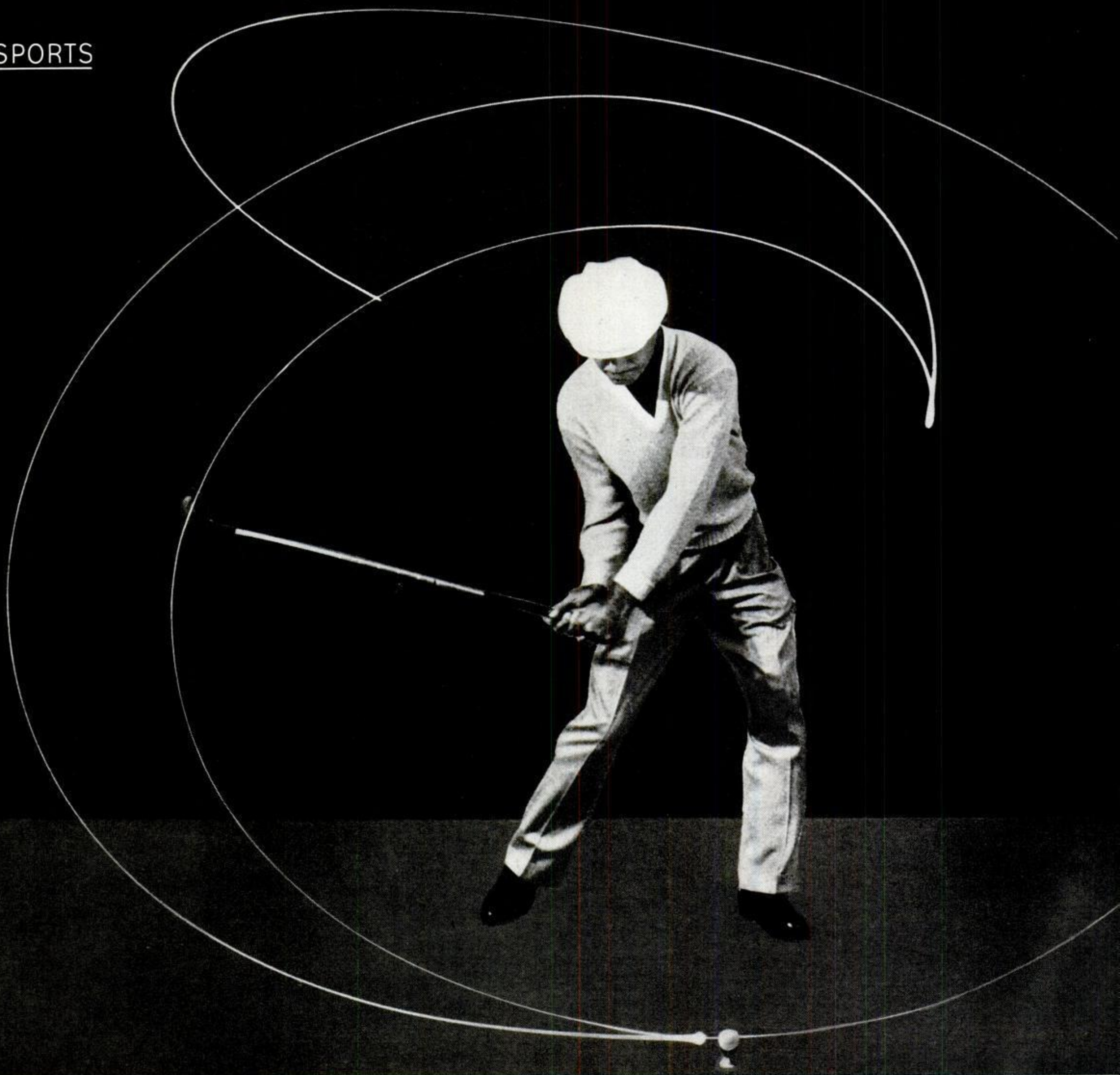
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CITY \_\_\_\_\_ STATE \_\_\_\_\_







# BEN HOGAN'S SECRET

**The champ says he has one (try and find it) as experts debate what it is**

Ben Hogan, the most successful golfer of his—and probably anybody else's—time, keeps making tantalizing remarks about the reason for his success. "I have a secret," Hogan says, which is responsible for his winning the biggest tournaments in golf in the last few years. It is something about his swing that is hidden in the whirling arcs above and the sequence on the opposite page. "It is easy to see," says Hogan, "if I tell you where to look." Unfortunately Hogan will not tell anybody where to look and the experts disagree on which part of his anatomy or swing is involved.

Having created an atmosphere of mystery, Hogan nourishes it by dropping clues. The

secret, he says, is as old as the hickory shaft and just as obsolete in golf today. His shot is neither a cut nor a slice, but the ball fades slightly from left to right. It takes one stroke a round off his score.

Hogan came upon his secret in September, 1946 during a period of deep despair. He had retreated to his home in Fort Worth, Texas to brood about a smothered hook. After getting the idea, he rushed to the course and it worked like a charm, throwing the ball high with no trace of a hook and bringing it down as light as a feather. "It was like learning to play golf all over again," says Hogan.

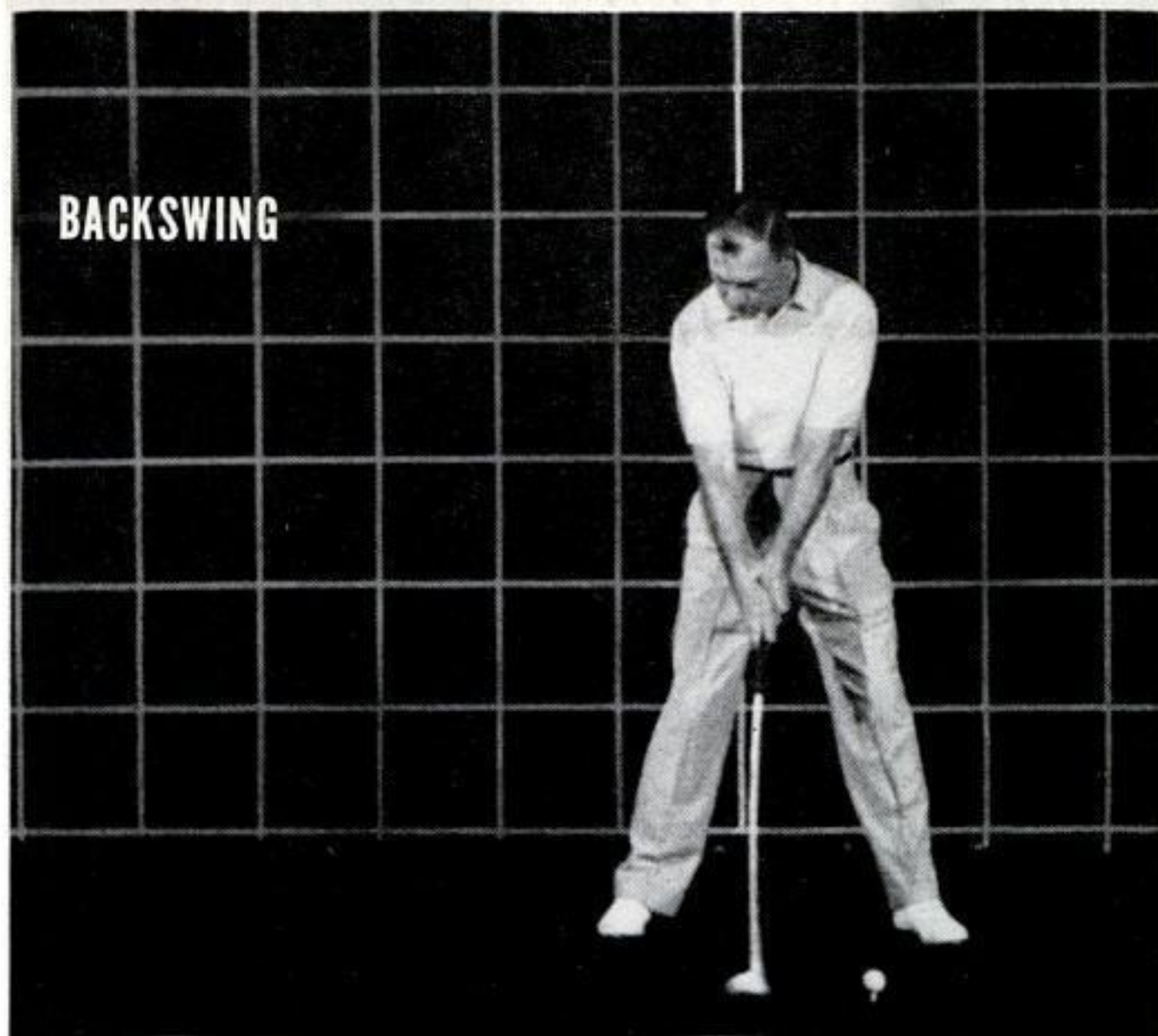
Nobody paid much attention to Hogan's talk

of a secret at first. But four years of spectacular triumphs gave it credence. Some rival pros claim that his secret, if he has one, is something as immeasurable as nerve control or the desire to win. "Watch out for this guy Hogan," says one tournament pro. "He slings more bull than anybody else in the business."

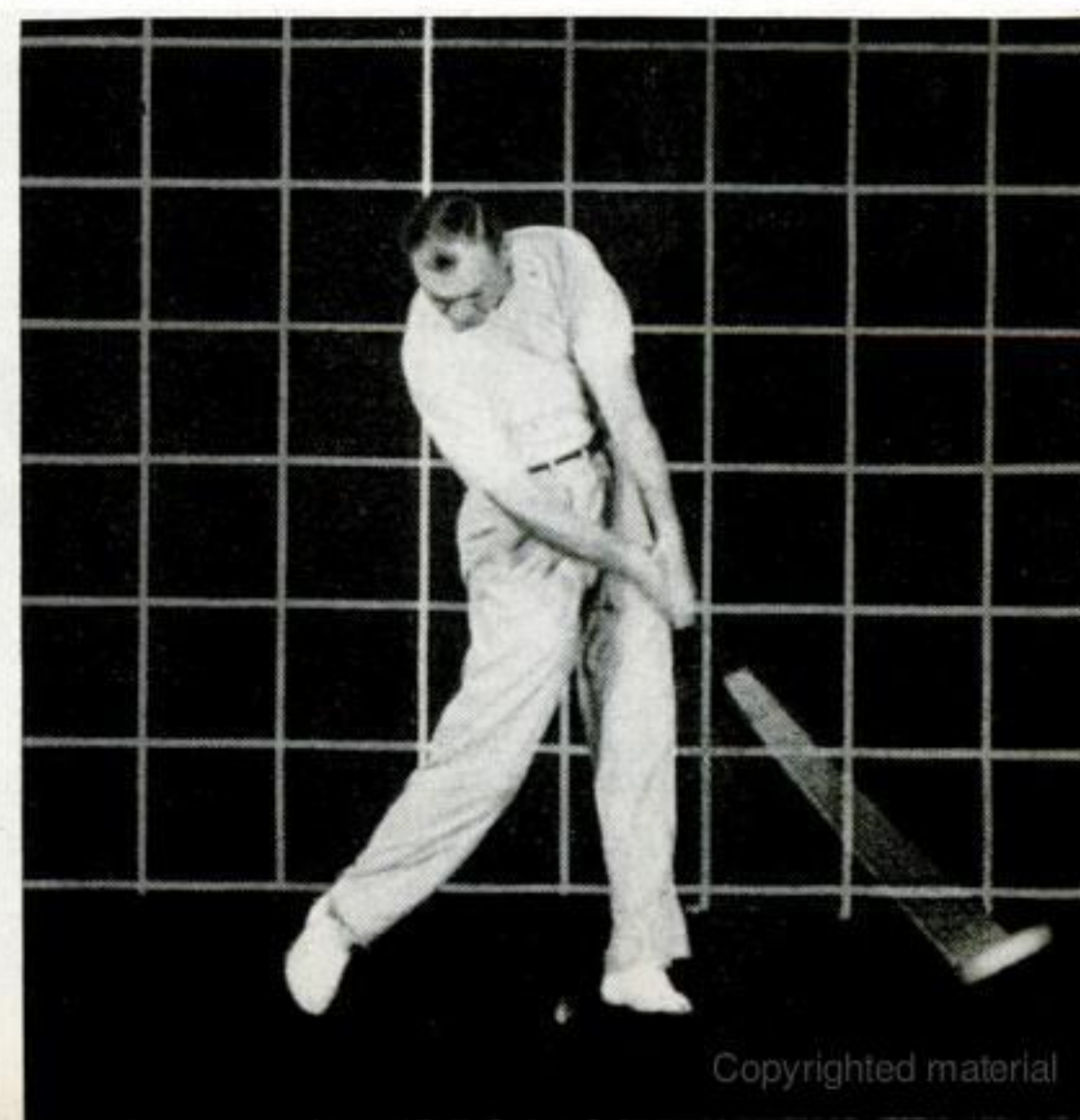
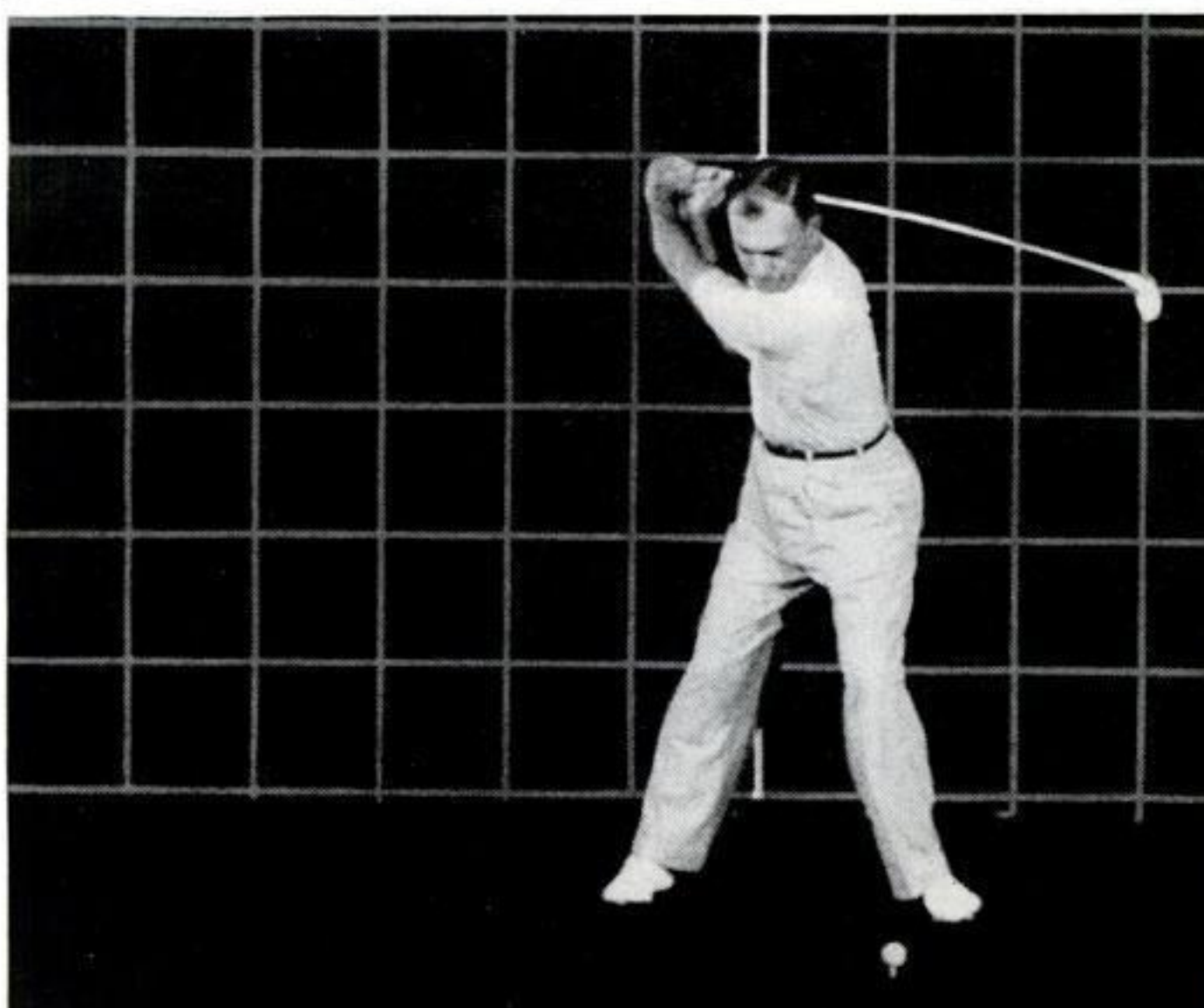
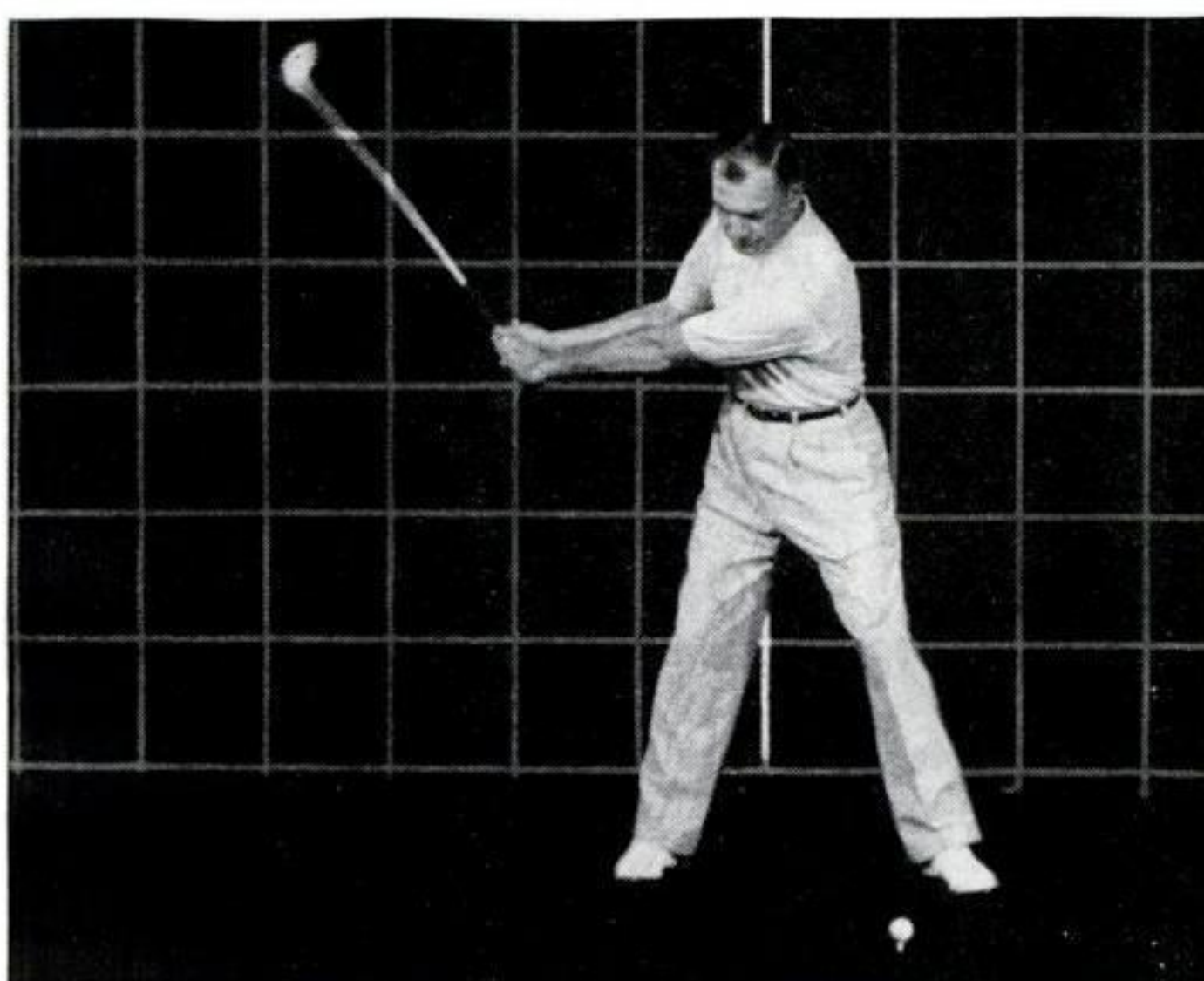
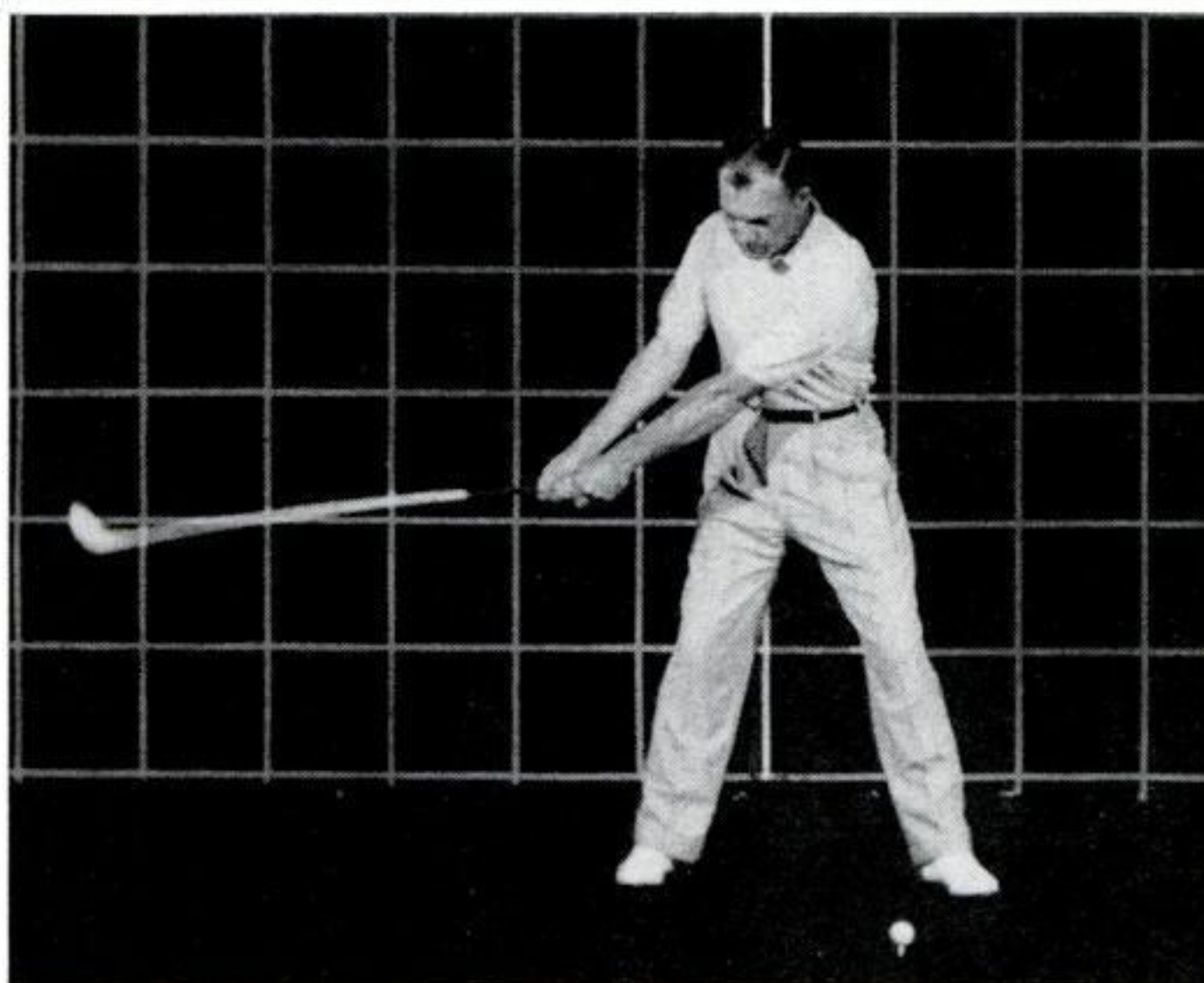
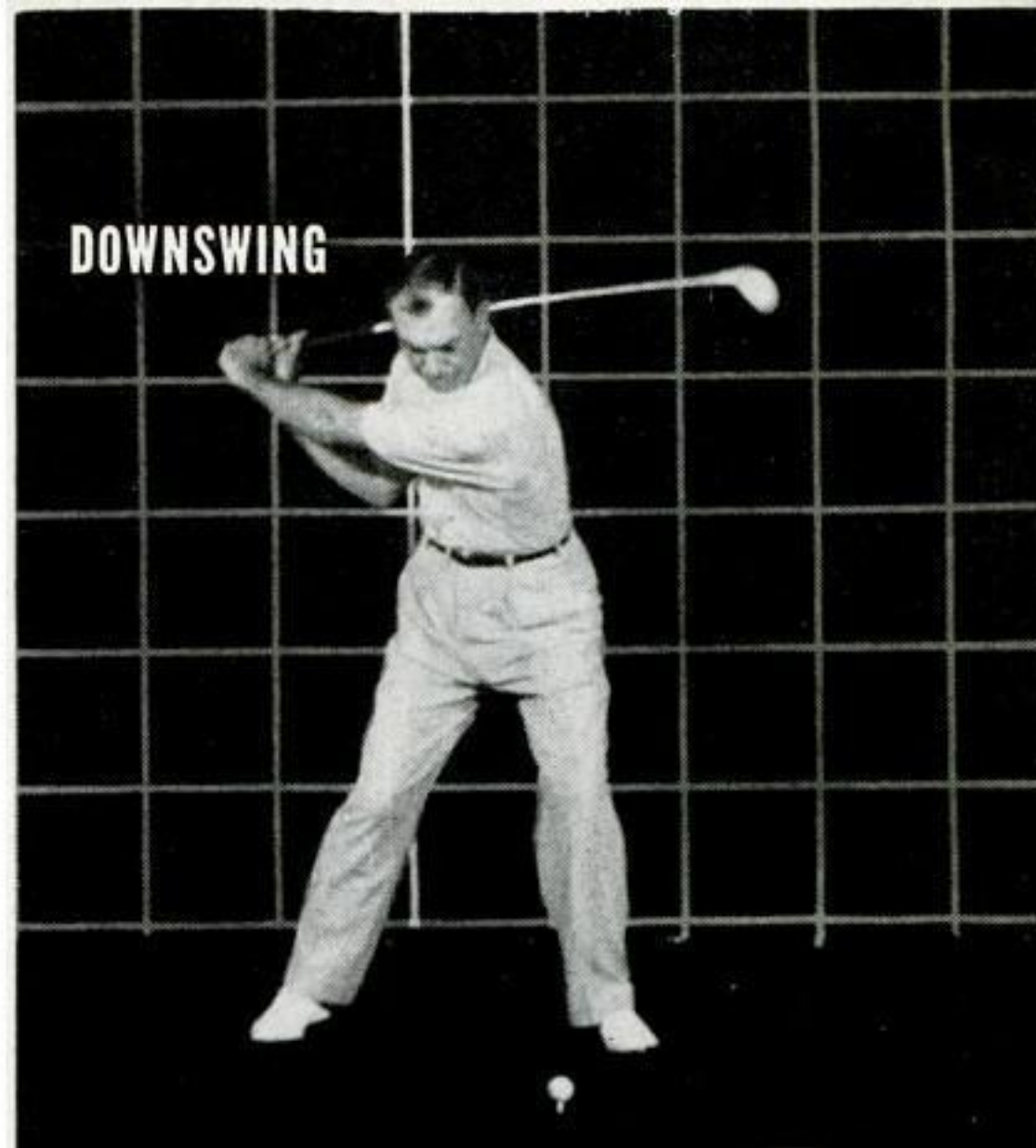
Hogan, who makes one of his rare competitive appearances in next week's Masters Tournament and later will be the man to beat on National Golf Day, says he will divulge the secret in due time. At least a dozen top pros say they have fathomed Hogan's secret, and their findings cover such a wide range that one of them almost has to be right (*following pages*).



**BACKSWING**



**DOWNSWING**



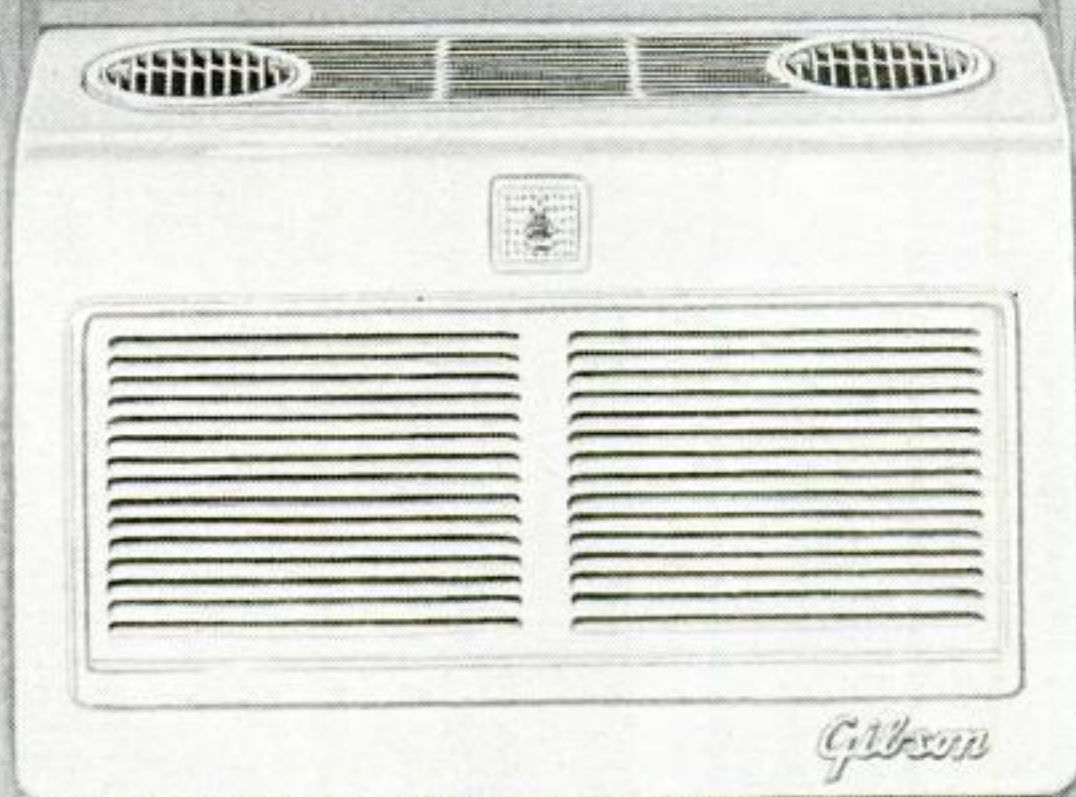
**COMPLETE PATTERN** of Hogan's backswing and crisp downswing shows in spectacular picture by Photographer J. R. Eyerman. In this pattern may be the key to Hogan's secret. Outside circle at left is his backswing, the inner his downswing and one at the top his follow-through.

**CALIBRATED STUDY** of Hogan's swing, as shown in the new LIFE-P.G.A. movie *Keep 'Em in the Fairway!*, reveals fixed position of Hogan's head. Despite the vigorous shifting of his body, the head deviates hardly an iota from a central line, even after the ball has been hit.

CONTINUED ON NEXT PAGE



**purest**  
**air** you'll ever  
breathe



**Gibson**

draft-free room air conditioner with  
exclusive GIB-SUN-AIR ozone lamp

You'll really enjoy each long, deep breath...with a new Gibson Room Air Conditioner. For Gibson does three important things to the air you breathe:

**Gib-Sun-Air Ozone Lamp** freshens and purifies the air, knocks out many air-borne bacteria, gives room air that "right after a thunder storm" crispness. You've got to breathe it to believe it!

**Gibson cools your air** on hot days, removes excess moisture, inhales fresh air, exhales stale air, circulates air evenly with no dangerous drafts. And Gibson's exclusive 1-inch thick filter does a better job of cleaning out dust, dirt and pollen!

**Gibson warms your air**, too, on cool days! A special, safe, reliable Super Heater warms the air, gently circulates it to all parts of the room. No hot blasts, ever!

**It can be yours** for much less than you think. See your Gibson retailer.

You'll find his name in the classified section of your phone book—or write us for his name. See and feel the new Gibson Room Air Conditioner in action. It's engineered to outperform all others!

**LOW DOWN PAYMENT**  
puts it in your home!

**MODEL SHOWN:** Gibson Deluxe  $\frac{3}{4}$  H.P. Air Conditioner. Cools, heats, purifies air. For area up to 580 sq. ft. Only \$379.95. Other models as low as \$229.95.

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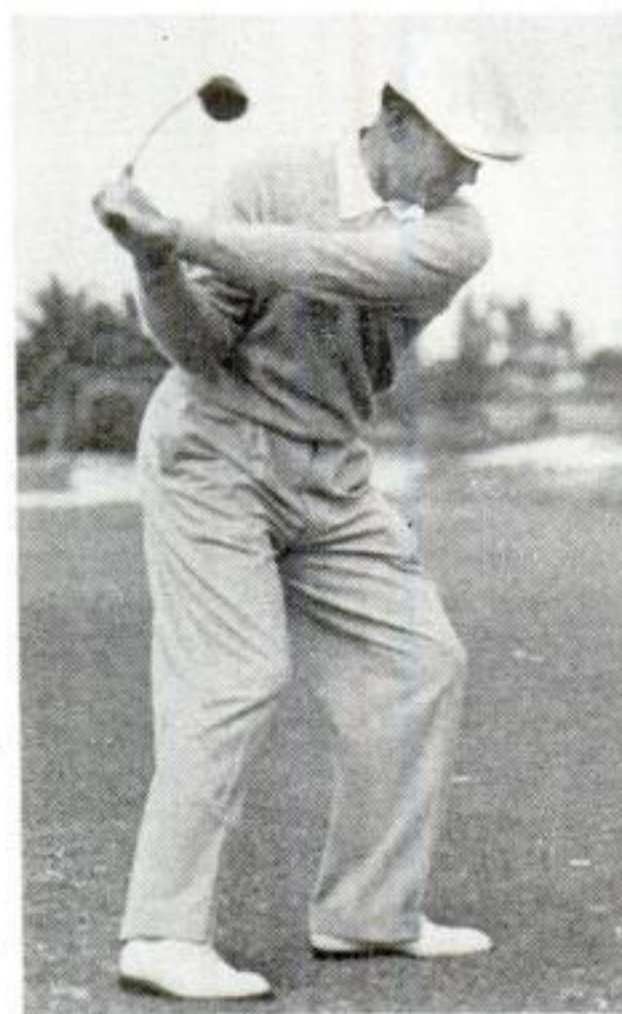


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## HOGAN'S SECRET CONTINUED



## WALTER BURKEMO: 'HE DROPS HIS HANDS'



Walter Burkemo, the current P.G.A. champion, sees Hogan's secret in a movement at the top of his backswing. "He drops his hands," explains Burkemo, who demonstrates his version above. At left is a matching view of Hogan at this point in his swing.

Dropping the hands sets off a series of reactions, says Burkemo, which 1) flattens the arc of the downswing, 2) brings the right elbow in close to body for an inside-out swing, 3) produces a controlled fade. He considers Hogan's swing "durable as steel" and the secret, if it exists, as something really genuine or it would have gone the way of most new ideas after a brief trial.

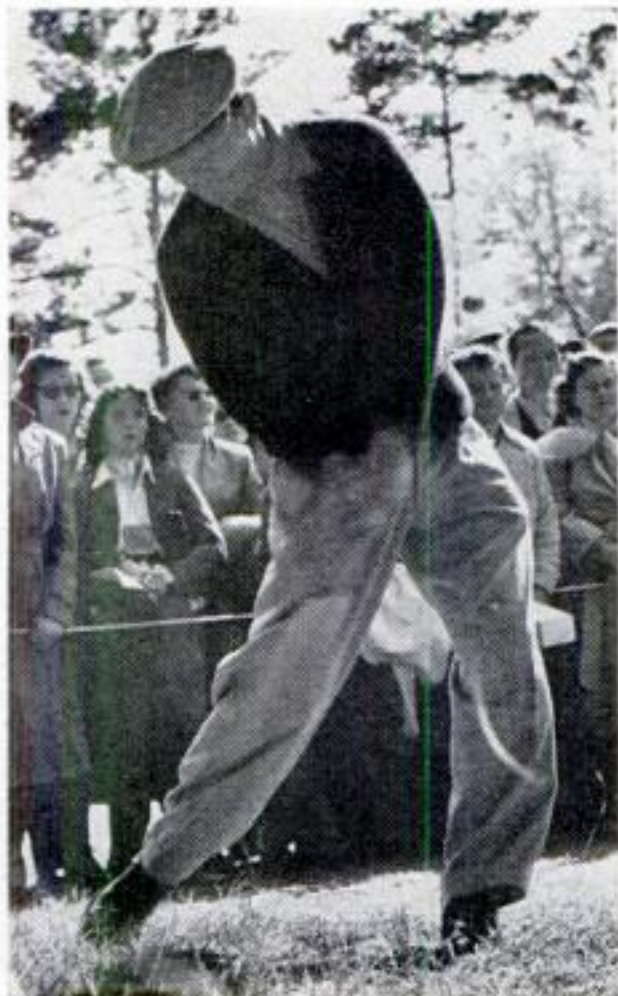




## CLAUDE HARMON: 'THE LEFT HIP LEADS'

Claude Harmon, veteran tournament pro and one of Hogan's closest friends, says the secret is no secret to him. It is actually a combination of several things, the most manifest being a lateral movement of the body in the direction of the ball's flight with wrists and left hip well ahead of the ball at moment of impact.

In the picture above, Harmon shows hip and hands ahead of the ball and Hogan shows it even more vividly (*right*) coming out of rough in 1952 Masters. "Hogan's body doesn't turn," says Harmon, "it just slides forward." This eliminates the chance of a hook. But in an inexpert golfer it could lead to a deadly shank.



CONTINUED ON NEXT PAGE

# GET Better Shaves USE Fewer Blades!

because all 3 **MENNEN SHAVE CREAMS**  
wilt toughest whiskers extra soft!



Want easier shaves? More comfortable shaves? Closer, long-lasting, more economical shaves?

Then you want one of the 3 great Mennen Shave Creams — Lather, Brushless, or Lather Menthol-Iced. No other shave creams give you such shaving comfort — *and this big bonus:* they actually make razor blades last longer!

Even the best razor blades get dull quick if they must cut tough, unsoftened whiskers. But the special beard-

softening action of Mennen Shave Creams makes soft work for any blade — keeps blades sharp longer!

### PROVE IT—AT OUR RISK!

Buy a tube of Mennen Shave Cream today. Test how many good shaves you get per blade. If you don't get more good shaves per blade with Mennen than you are getting now, mail us the empty carton — we'll refund your money in full.

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## Right Combination



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THAT ALWAYS  
PAYS OFF, WHITEY!"



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BLACKIE.  
BLACK & WHITE  
SCOTCH WHISKY IS THE  
COMBINATION THAT CLICKS  
WITH MORE PEOPLE THAN  
ANY OTHER. ITS QUALITY  
AND CHARACTER  
NEVER CHANGE!"



# "BLACK & WHITE"

*The Scotch with Character*

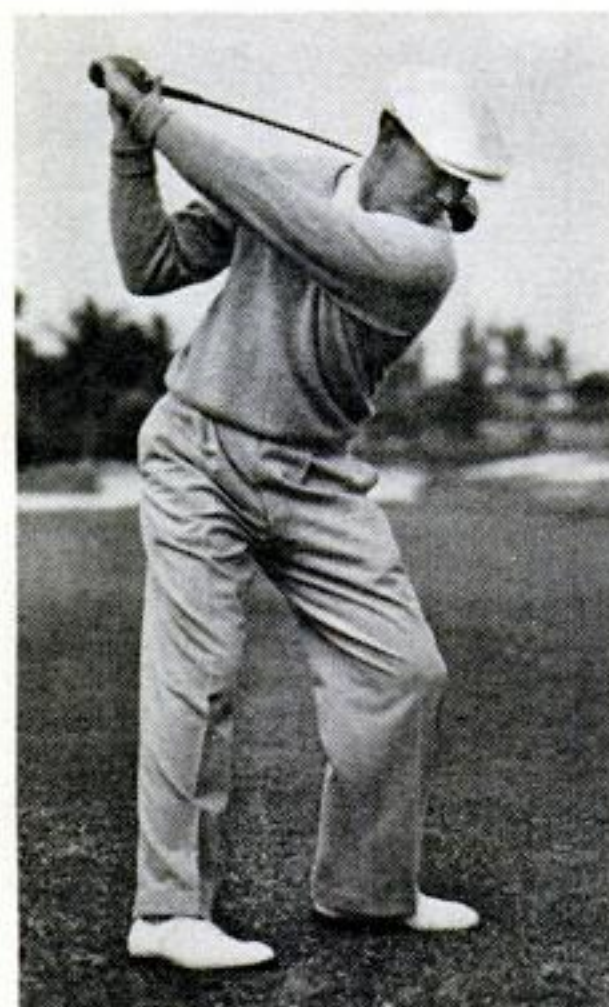
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THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS

## HOGAN'S SECRET CONTINUED



## FAZIO'S ANSWER: 'LEVEL SHOULDERS'



George Fazio, the pro who gives other pros lessons, is certain that Hogan's secret lies in his shoulders. They stay almost level all through the backswing, says Fazio, who demonstrates his point above. It enables him to achieve a wheel-like arc, with his club, arms and shoulders acting as a spoke in the wheel. It is this flat swing that reminds Fazio of oldtimer Harry Vardon. At left Hogan shows that, unlike most pros, he does not dip left shoulder at top of swing. The result is a swing something like that of a baseball player which can produce hook or slice depending on hand action. Hogan occasionally tries for a hook.

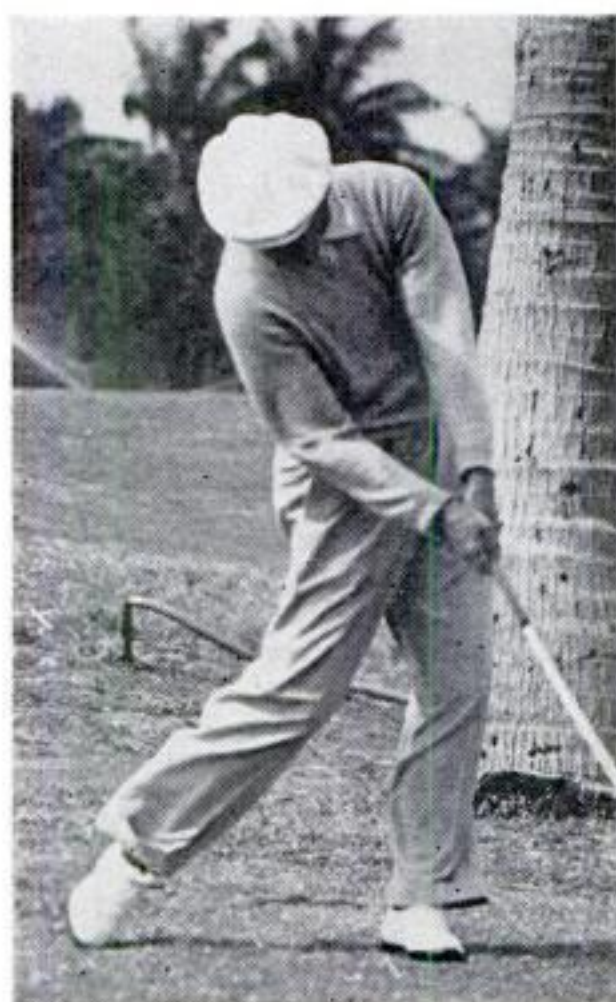




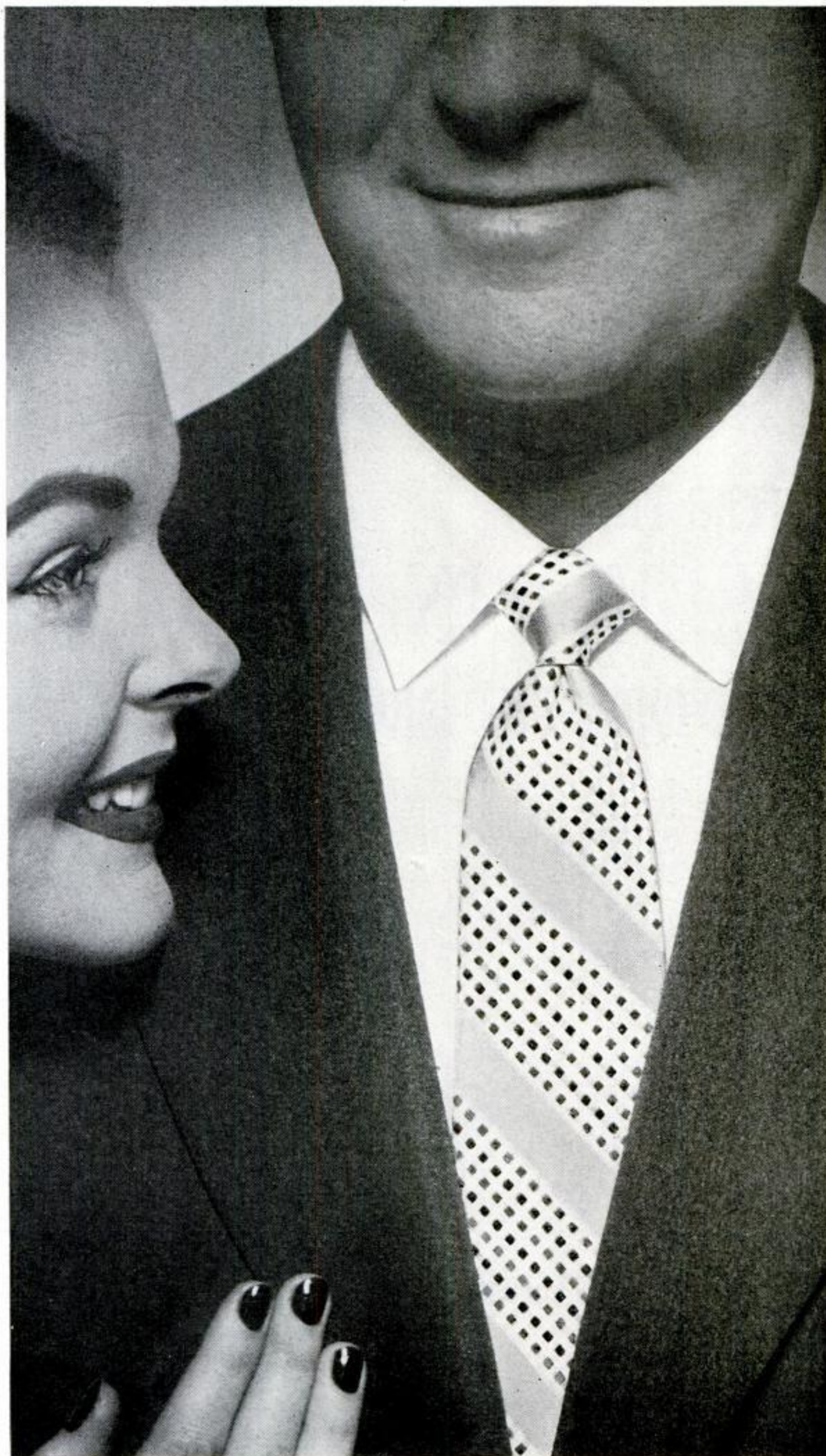
## SAM SNEAD SAYS: 'HANDS NEVER CROSS'

Sam Snead, who over the years has been Hogan's top rival, is not absolutely sure that Hogan has a secret: "Anybody can say he's got a secret if he won't tell what it is." But if Hogan has a secret, Snead says it could be only one thing: he won't let his right hand cross over his left until long after hitting the ball.

Snead shows above the vertical position of Hogan's right hand as it sweeps through the hitting area, and Hogan bears him out (*right*) by keeping his right hand behind and under the shaft even as it rises in the follow-through. "Hand action like this," Snead says, "prevents the hook that bothered old Ben."



CONTINUED ON NEXT PAGE



Collar styling like this is typical of the most expensive, custom-tailored shirts. This short point collar has just the exact angle of spread to set a tie off beautifully. Arrow Arden has the *extra* plus of the famous Arrow nonwilt construction and long-wearing "Sanforized" fabrics. And — despite the distinguished *appearance* of this shirt, the *cost* is a mere \$3.95. All silk woven twill tie, \$2.50. At your Arrow dealer's now.

**ARROW**  
»»»  
**WHITE SHIRTS**  
*by Cluett, Peabody & Co., Inc.*



# YOUR CHILD CAN MODEL OUR LIFE AD

## ENTER THE *DENNISONS* OF GLENS FALLS "SEE YOUR CHILD MODEL A LIFE AD" CONTEST



Above: our beautiful nylon three tiered can-can slip, ask for it at your favorite store.

*Somewhere, there's a charming youngster we'd like to have model our next LIFE ad. She could be your daughter, niece, kid sister or the cute youngster next door.*

*There are no jingles in this contest, no essays to write. Just send us a snapshot of the contestant, showing a Dennisons of Glens Falls garment, along with a completed entry blank\*, our board of judges will do the rest.*

*Here's the perfect way to launch her on a wonderful career...enter her today!*

### 110 PRIZES!

### IT'S FUN! IT'S EASY! START YOUR CHILD ON A MODELING CAREER!

The winner will model our next LIFE ad.

The wonderful prizes include: A flight via **TWA** Trans World Airlines 300 mile-an-hour Constellation to New York — A week's stay at famous Hotel New Yorker — \$500.00 U. S. Savings Bonds — \$100 Savings Bond to second prize-winner — 8 complete lingerie wardrobes — and 100 individual beautiful pieces of lingerie.

**LOOK FOR  
THIS OFFICIAL EMBLEM**



\*Entry blanks are available at your children's specialty shop or children's wear department of your favorite department store. Ask for them.

Your dealer has them. If not, write to:

**Dennisons of Glens Falls, Glens Falls, New York**  
NEW YORK OFFICE: 1350 BROADWAY



## HOGAN'S SECRET CONTINUED



### GRONAUER: 'IT'S HIS PIVOT'

After studying slow-motion movies of Hogan's swing, Pro Fred Gronauer says the secret is the hulalike pivot which he illustrates above. Hogan keeps his right leg stiffer than most golfers, explains Gronauer, using it as an axis around which to coil and uncoil his body. It results in perfect balance which enables him to lock his wrists early, uncock them at the moment of impact and thus achieve deadly control.



### TURNESA: 'TWIST OF CLUB'

The most elementary version of the secret comes from Mike Turnesa, who went to the P.G.A. finals against Hogan in 1948. Hogan, he says, simply opens the face of his club when gripping it, as added insurance against a disastrous hook. In the picture above, Turnesa uses two clubs to illustrate the difference between the way Hogan holds his club now (left) and the conventional, up-and-down way that he used to hold it.

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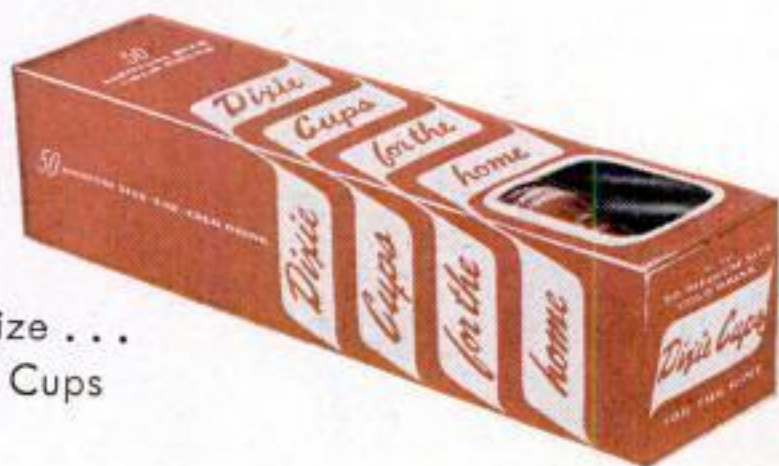




## A **DIXIE CUP** Dispenser in your kitchen saves all this work...

*Dixie*  
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of the Dixie Cup Company

Look for the big economy size . . .  
the thrifty way to buy Dixie Cups  
for everyday home use



- No more between-meal dishwashing!
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- No more broken glasses!
- No more piled-up sinks after late-hour snacks, or after-school milk!
- Dixie Dispenser mounts on any wall or cabinet in a jiffy!

*Now at a price you can afford for everyday home use!*



Starting April 2nd...

## New Radio Program

dramatizes *LIFE's* famous science series

# "THE WORLD WE LIVE IN"

ABC Network... 9:30 P.M. (EST)

LIFE's famous series—*The World We Live In*—has won unstinted praise from scientists and educators, and enthusiastic approval from millions of readers.

Now—you can enjoy it on radio, too—in a program which will give dramatic new dimension to this fabulous, true-life tale of the past, present and future of the earth and its living creatures.

With exciting sound and drama and original music, the show will be brought to you on ABC Radio every Friday, starting April 2nd, at 9:30 P.M. (EST). It will be produced and directed by Peabody Award-winning Sherman H. Dryer.

Chapter by chapter it will unfold before your imagination—*The Earth Is Born, The Miracle of the Sea, The Face of the Land, The Canopy of Air, The Pageant of Life, The Age of Mammals, Creatures of the Sea, The Coral Reef*... every installment that has already appeared in LIFE and the ones that will appear in the future.

It will offer you and your family fine entertainment and stimulating information about the most fascinating story of all time... the story of "The World We Live In."



Tune in... every Friday... ABC Radio  
9:30 P.M. (EST)

## HOGAN'S SECRET CONTINUED



**THE PLACE TO LOOK** for the secret, says Gene Sarazen, is in area between his hands. Wrist backroll occurs at the start of the backswing.



**THE EFFECT**, demonstrated by a veer of Sarazen's hand, is a drift of the ball to the right. To compensate, Hogan aims to left of target.

## SARAZEN: 'IT'S PRONATION'

Gene Sarazen, the patriarch of pro golf, gets a gleam in his eye whenever Hogan's secret is mentioned. "I know what it is," he says, "and it would wreck the game of anybody else who used it." It is something the old Scottish pros used to teach 40 years ago and is held in high contempt by experienced golfers today. It is called "pronation," a backward roll of the wrists on the backswing which opens the face of the club. Hogan does it subtly and quickly, says Sarazen, who demonstrates the area (*top left*) in which the pronation takes place. "Hogan had to find an antidote for a terrible disease, his hook," says Sarazen, "but it's like taking sleeping pills to cure insomnia, and first thing you know he'll be needing another pill to counteract the first."



**THE REAL REASON** for secret's success, says Sarazen, is the intelligence and temperament of the man behind it. "He has it up here," he says pointing.



*Recent Medical findings stress importance of*

# Meat after 40

**Research shows how protein (the complete, high-quality kind you get from meat) helps keep you feeling fit and youthful as the years add up**

All nutritional statements in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.



## The science of staying young...

Maybe you haven't got around to adding that fortieth candle to your cake. 39 is such a good age—for several birthdays in a row!

Actually, even though the years add up, the process of growing old can be slowed down. And one of the most important things you can do to keep the years from showing is to make sure you get plenty of good protein—the complete, high-quality kind you get from meat.

This was convincingly demonstrated in a recent study involving 400 men and women age 50 or over. The medical school that conducted the study found that those of the group who ate the most meat (3½



pounds a week or more) showed the highest all-around health scores.

*Fewer in this group were overweight. They had better blood values, better bone density, a healthier condition of the skin and soft tissues. They had better reflexes, felt less fatigue after exertion, and amazingly, even had calmer nerves.*

## Here's why:

Protein forms the structural framework of every living cell in your body—in your blood, muscles, skin, nerves—even bone and teeth. Every day millions of these cells are weakened and wear out. But when your daily meals supply plenty of good protein, these tired old cells are renewed in vigor or replaced with new ones.

## Keeping your guard up...

By making meat a regular and important part of your diet you are also making sure your body has the protein reserves needed to meet any emergencies such as illness or surgery. In fact, this helps you to maintain the vigor and resistance needed to ward off many infectious diseases.



## Add life to your years...

There is no doubt that higher standards of nutrition have done much to extend our life expectancy to what it is today. Nor is there any doubt that the lifelong enjoyment of meat, with its abundance of complete, high-quality protein, its B vitamins and minerals, can help most people to make these added years active, productive years.

AMERICAN MEAT INSTITUTE  
Headquarters, Chicago • Members throughout the U. S.

## MEAT SITUATION

April, 1954

What's the outlook for Easter Hams? Even though pork production is smaller than last year, a look in meat packers' smokehouses shows that there will be enough hams to go around for the traditional Easter hamfest. The reason...

More hogs come to market during the winter months making it possible for meat packers to "stock up" to provide a plentiful supply of hams at Eastertime.

This "evening out" of the supply helps prevent a shortage — keeps ham prices lower than they would be if we had to depend entirely on this month's production to meet big Eastertime demand.

\* \* \*

Big beef supply good for your budget. Over half of total meat supply is now beef. Your favorite beef cuts will continue to be good buys — probably for a good many months to come because...

Record number of beef cattle now on farms. Recent U.S. livestock census shows even more than we had last year — when Americans ate more beef than ever before. When you're planning more meals around beef, keep in mind that...

Rib Roasts, Steaks, other choice cuts are "in season." There are two beef marketing cycles each year. Right now we're near peak of cycle for "blue ribbon" grades from specially fed cattle. In summer and fall we get more of leaner grades that come direct from the range.

Figures from U. S. Bureau of Labor Statistics show it now takes the average production worker fewer minutes of working time to earn the price of a pound of meat than at any time in the last 35 years. What this means is that more families are now able to build their meals around the good nourishment of meat.

**Trust your instinct...you're right in liking meat**  
*...a yardstick of protein foods*



# Reader's Digest Reports: ONLY NEW COLGATE DENTAL CREAM with Miracle Anti-Enzyme Ingredient GARDOL\* HAS THE CLINICAL PROOF!

( Proof that Brings New Hope to Millions for LIFETIME PROTECTION AGAINST TOOTH DECAY )

## 5 QUICK FACTS FROM THE READER'S DIGEST ARTICLE

"What About Anti-Enzyme Toothpastes?" December, 1953

1. **Reader's Digest** says—The most effective anti-enzyme toothpaste ingredient tested was developed in the Colgate-Palmolive Company laboratories.  
(It's Colgate's miracle ingredient Gardol (Sodium N-Lauroyl Sarcosinate)—found in no other leading toothpaste!)
2. **Reader's Digest** says—One of the foremost dental authorities in the world proved that this ingredient binds itself effectively to the teeth—holds acid formation below the decay level in 95 per cent of cases tested.  
(Unlike ordinary toothpaste ingredients, effective only for minutes, this protection won't rinse off—won't wear off—all day or all night!)
3. **Reader's Digest** says—Even 12 hours after brushing, this new Colgate anti-enzyme discovery continues to guard against the enzymes that cause tooth decay.  
(Thus, just daily morning and night brushings guard against decay-causing enzymes every minute of the day and night!)
4. **Reader's Digest** says—In clinical tests, supervised by leading dental authorities—for a full year—people who used ordinary toothpastes averaged almost two and a half times more new cavities than those who used New Colgate Dental Cream with Gardol (Sodium N-Lauroyl Sarcosinate). In fact, of the group using New Colgate's, 4 out of 5 developed no new cavities at all!  
(A group of distinguished dentists examined this evidence and agreed—New Colgate Dental Cream with Gardol gives the surest protection against tooth decay ever offered by any toothpaste!)
5. **Reader's Digest** says—New Colgate Dental Cream is the only toothpaste with clinical proof of its effectiveness in actually reducing the formation of new cavities.



NOW! NEW COLGATE  
DENTAL CREAM  
CONTAINS GARDOL  
(\*SODIUM N-LAUROYL  
SARCOSINATE)

*For* LIFETIME PROTECTION AGAINST TOOTH-DECAY ENZYMES





**BLOND WIG** from her *Ondine* role is doffed by Audrey in car on way from theater to ceremony.



**TRANSFORMED**, minus her *Ondine* wig and garish eye and mouth make-up, Audrey is helped by NBC dresser backstage at the award ceremony theater.

# AUDREY WAITS FOR ACADEMY DECISION

A big moment brings the fidgets to a theatrical prodigy

For Audrey Hepburn, 24, it was another remarkable moment in a short but remarkable career. A London chorus girl and movie bit player two and a half years ago, she got the Broadway lead in *Gigi* because of a chance meeting in Monte Carlo with the famous French novelist Colette. A screen test got her the leading role in Paramount's *Roman Holiday*. Her performance in that film, produced in Italy, made her a first-magnitude Hollywood star even before she visited Hollywood. Then, after a stint in Hollywood (*LIFE*, Dec. 7) she was a brilliant Broadway star in *Ondine* (*LIFE*, March 8). Now—one night last week—she was the favorite to win the Academy's award for the best performance by a movie actress in 1953.

Audrey left the theater where she plays *Ondine*, rushed across town in her water sprite costume to a theater where the award ceremony was being televised from Hollywood. Her mother, a single-minded Dutch noblewoman who had shrewdly guided Audrey through her early theater days, was there, sitting imperturbably. But Audrey fidgeted until the show's M.C., after an interminable build-up, was ready to announce the winner.

SEATED AT CEREMONY WITH MOTHER, AUDREY NERVOUSLY BITES NAIL WAITING FOR NAMES OF NOMINEES FOR BEST MOVIE ACTRESS OF 1953 TO BE READ

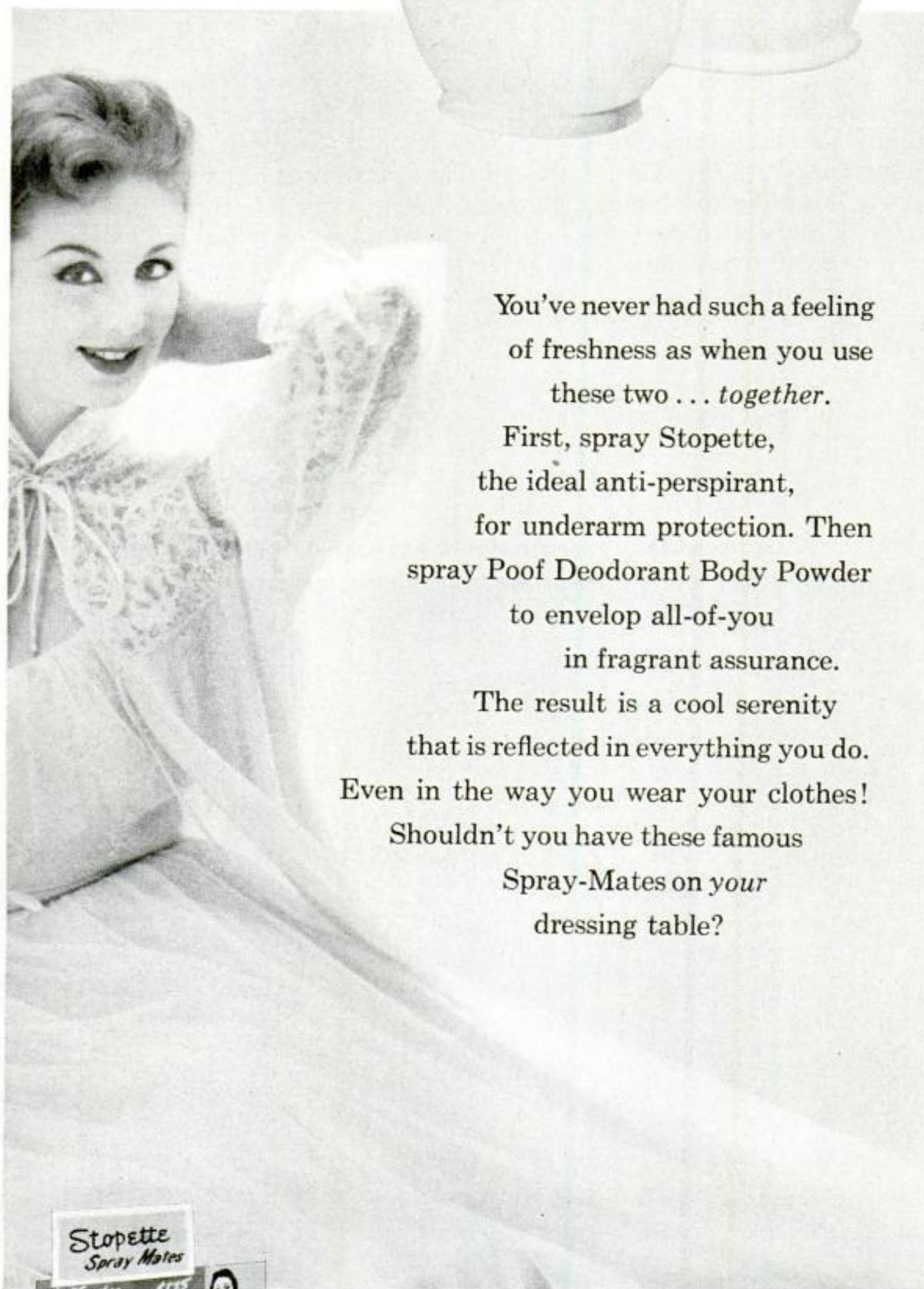


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*She wouldn't dream of dressing  
without BOTH of them!*

Stopette  
and  
Poof Powder



You've never had such a feeling  
of freshness as when you use  
these two . . . together.

First, spray Stopette,  
the ideal anti-perspirant,  
for underarm protection. Then  
spray Poof Deodorant Body Powder  
to envelop all-of-you  
in fragrant assurance.

The result is a cool serenity  
that is reflected in everything you do.  
Even in the way you wear your clothes!  
Shouldn't you have these famous  
Spray-Mates on your  
dressing table?



*Save 60¢*  
SPECIAL SPRAY-MATES OFFER  
*Both for only \$1.75\**  
regular \$2.35 value

Large sizes of both Stopette Spray  
Deodorant (\$1.25) and Poof Deodorant  
Body Powder (\$1.10) at a big 60c saving. Get your  
Spray-Mates Packet now . . . only \$1.75\* *This offer is limited.*

*\*plus tax*

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**JULES MONTENIER, INC.** CHICAGO

Academy CONTINUED



**GETTING THE NEWS**, Audrey is close to tears as announcement is made on TV screen. She sat for a moment amid applause, then rose to claim Oscar.



**HOLLYWOOD TV SCREEN SHOWS JEAN HERSHOLT GIVING AUDREY AWARD**



**TRADITIONAL HOLLYWOOD RECEPTION** was given to celebrities arriving at Pantages Theater on the biggest night of the movie year. Loudest whoops from the fans were for Clark Gable, the only star to wear an overcoat, who came with Actress Grace Kelly (left), nominated for "best supporting





**LEAVING FOR HOME** at end of night, Audrey tugs at shoe. Asked about plans, she told reporters, "I still have the same goal—to be a great actress."

## HEPBURN HAD IT, SHOW DIDN'T

As everybody expected, the Oscar went to Audrey who took it, teary and happy. And, as everybody expected, one film dominated the awards—*From Here to Eternity*, judged best film, best directed (by Fred Zinnemann), best written (by Dan Taradash) and best in five other categories, a record matching all-time winner *Gone With The Wind*.

Except for Hepburn, all the winners were in Hollywood. There the big names of the movie colony came out to attend their most revered function, while the faithful gathered outside the theater to cheer them on. All over the country, some 45 million people watched the show on television as it switched from New York to Hollywood with side trips to Philadelphia and Mexico. But though it was elaborately produced, the TV show did not come up to the occasion. The production numbers were tired, the humor strained and the commercials far too long.



actress" award for her role in *Mogambo*. First of 500 star-worshippers arrived in the early afternoon, waited for the bleachers to be erected and filled them (center) the minute the last plank was laid. Heavy-haired actor Kirk Douglas (right), no nominee, gave a lordly wave to his well-wishers on his arrival.

CONTINUED ON NEXT PAGE



## GENUINE REGISTERED Keepsake® DIAMOND RINGS

Gown by Bergdorf Goodman

*your Keepsake... forever*

Your diamond ring is endowed with special meaning as your cherished "keepsake" of love. Select it then with infinite care remembering that the finest quality diamond is your best buy.

If the name Keepsake is in the engagement ring, yours is a perfect center diamond... guaranteed by the famous Keepsake Certificate. In many new styles from \$100 to \$10,000.



- A. CINDERELLA Ring \$150.00  
Wedding Ring 75.00
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Also 100 to 2475  
Wedding Ring 12.50
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Available at 75 to 250 to  
match all engagement rings.
- C. LEANNE Ring \$400.00  
Wedding Ring 100.00
- D. MONTEREY Ring \$675.00  
Wedding Ring 150.00

All rings available in either natural or white gold. Prices include Federal tax. Rings enlarged to show details. © Trade-mark registered.



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SYRACUSE 2, NEW YORK

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Please send free booklets, "The Etiquette of the Engagement and Wedding" and "Choosing Your Diamond Ring." Also 44-page "Bride's Keepsake Book" gift offer and the name of nearest Keepsake Jeweler.

Name \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_

A. H. Pond Co., Inc.—Syracuse-Antwerp-Amsterdam

PHONE WESTERN UNION'S "OPERATOR 25" FOR YOUR KEEPSAKE JEWELER'S NAME



only 2½ ounces  
to make you  
look pounds slimmer!  
**promise D-9**  
the light, fantastic  
all Dacron girdle



Unbelievable? Not when you put on PROMISE D9—a 4 inch-above-the-waist girdle that really does the job—weighs next to nothing. Gives you the exclusive BIABAND® that controls hips, thighs, abdomen... and all done with a mere 2½ ounces of miracle DACRON fabric and elastic. Ingenious? You'll think so.

**Promises you 9 distinct benefits:**

1. Lighter—2½ ounces of fabric
2. Higher—4 inches above waist
3. Mightier—BIABAND bans bulges
4. Absorbent—never clammy
5. Softer and smoother
6. Longer wearing
7. Washes and dries in minutes
8. Shrinkproof and stretchproof
9. All-season comfort

16.50

There's a PROMISE for your figure type in nylon, stretch elastic, or Dacron at your favorite store, or write

**poirette**

poirette corsets inc.,

136 Madison Ave., New York 16, N. Y.

**Academy** CONTINUED



**BEST ACTOR** award went to William Holden, who was told in a whisper to "take the thing and get right off" so last commercial could be announced.



**FOUR OSCARS** went to Walt Disney, who has already won 18. They were for best feature-length documentary, short documentary, cartoon, two-reeler.



**BEST SUPPORTING** players were Frank Sinatra, Donna Reed, in *From Here to Eternity*. Mercedes McCambridge (center) won award five years ago.



**CHECKED OSCAR** of *From Here to Eternity* winner rests in Romanoff's restaurant where *Eternity* crowd had postaward party after Academy show.



**"COME DOWN FROM THERE OR NO SOUP FOR LUNCH!"**

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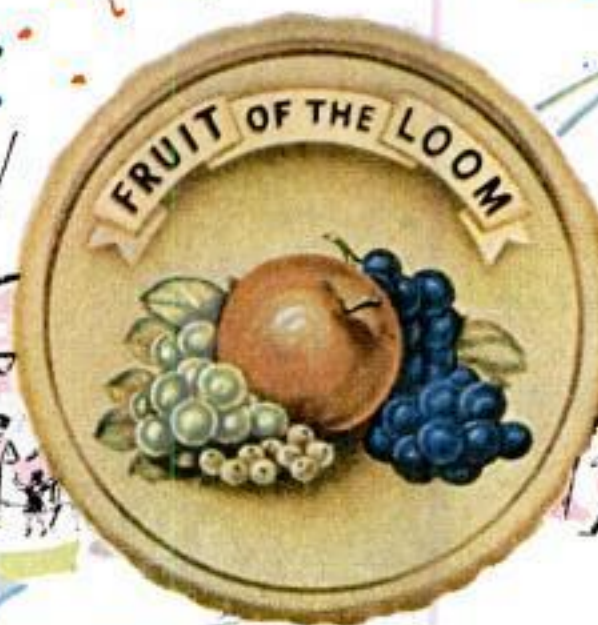


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*Freedom from outlines*—for of all leading brands, Kotex alone has flat, pressed ends. Another important reason why Kotex is America's first choice in napkins. Discover which size is best for you . . . Regular, Junior, or Super.

*Made for each other—Kotex and Kotex sanitary belts.*

*Why not buy two belts . . . for a change!*

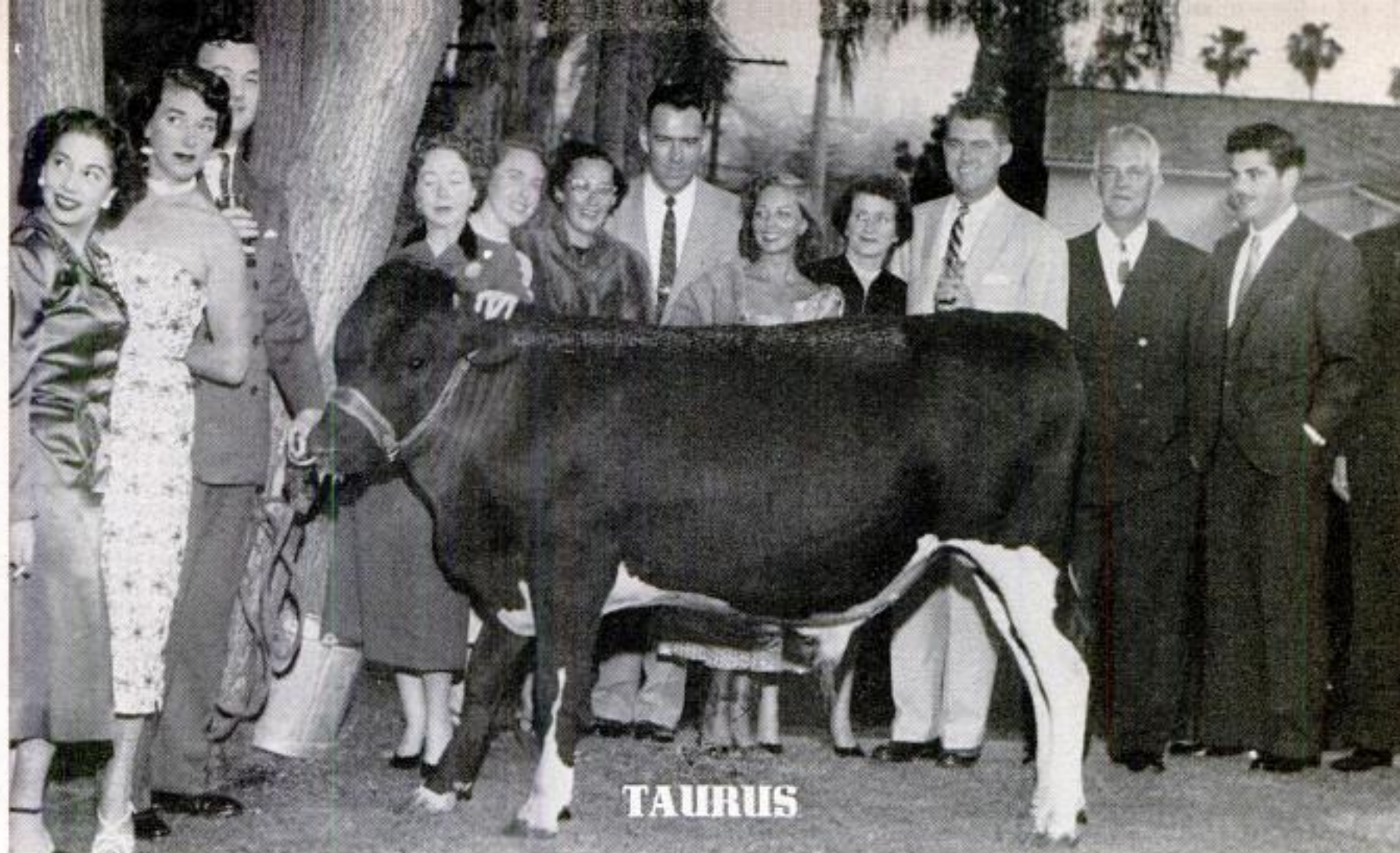


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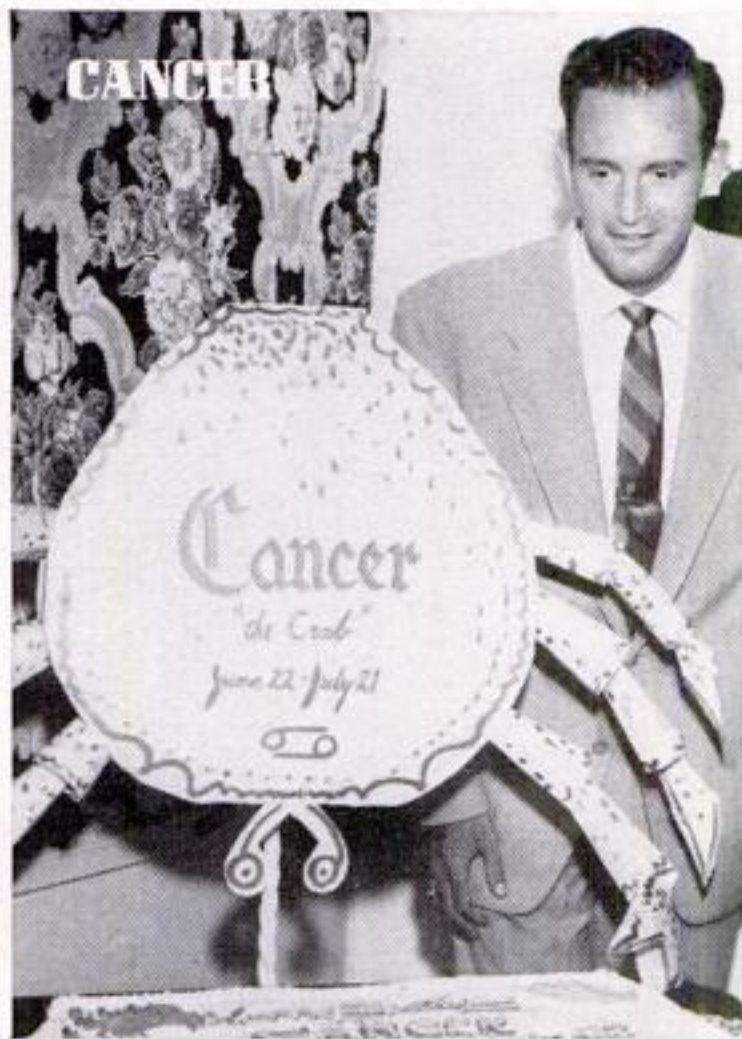
**More women choose Kotex\* than all other sanitary napkins**

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TAURUS



CANCER



SCORPIO

# Stargazer for Stars

## ASTROLOGER RIGHTER DOES HOLLYWOOD'S HOROSCOPES

by ROBERT WALLACE

**T**HIS is a bad day for you," said Carroll Righter the astrologer. "Don't go to the studio." But Marlene Dietrich, who was making a movie at the time, decided to go anyway. On the set she tripped on a toy fire engine and broke her ankle.

"This is a bad day for you," said Carroll Righter the astrologer. "Don't go to the studio." But Maria Montez, who had been summoned for a publicity interview, decided to go anyway. However she bore Righter's warning in mind and therefore was driving very slowly and carefully down Sunset Boulevard when one of the front wheels fell off her car. She was merely shaken up.

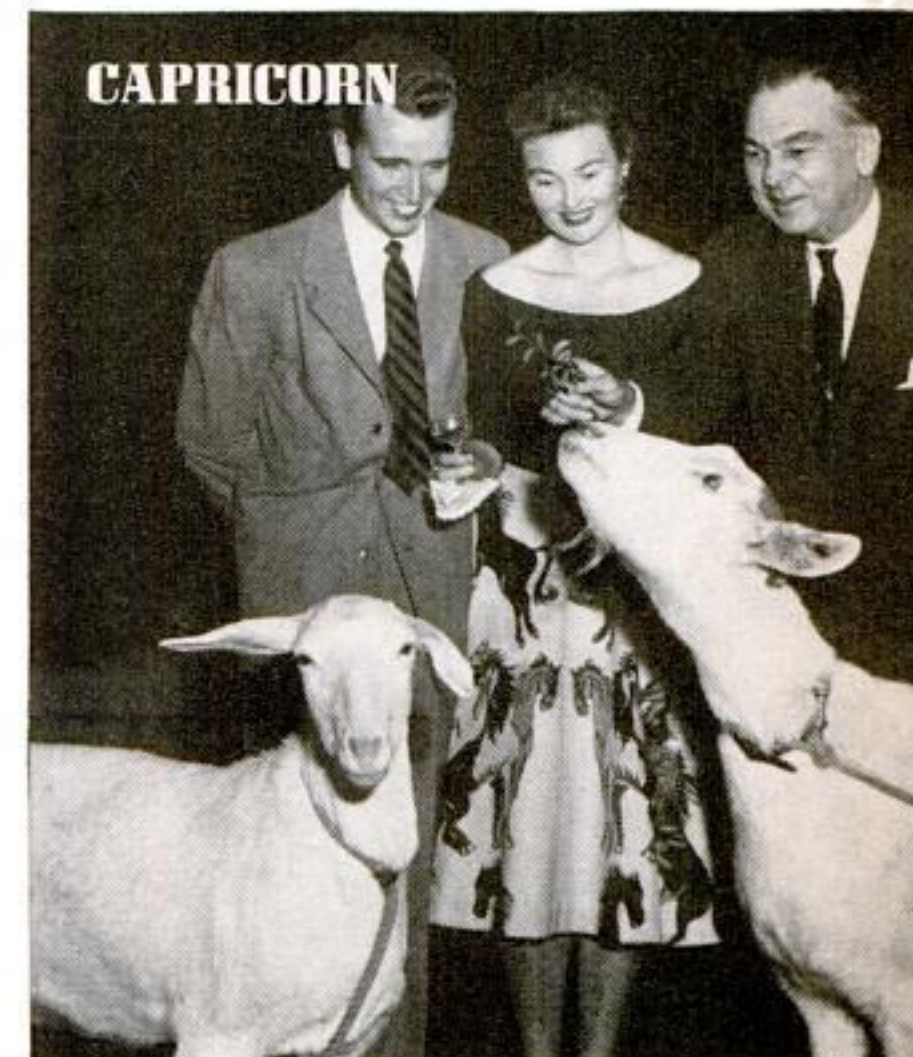
"Carroll Righter has absolutely convinced me," Adolphe Menjou says, raising his right hand and speaking loudly and firmly as though addressing a congressional committee. "If he says do it, I do it. If he says don't, I wouldn't do it. I once said to him, 'Look, it's summer, I haven't any work, should I go away, take a trip somewhere?' He said, 'No, stay here, you've got a big picture coming.' A couple of days later the studio called and said, 'Menjou, do you want to do a picture?' It's uncanny."

However, if you were to ask Righter to give you something good in the fifth at Santa Anita, he would not do it. Such crassness repels him.

As the names of his clients indicate, Carroll Righter is a Hollywood astrologer or, as he prefers to be called, astrologian. He detests being called an astrologist.

"An astrologist is a quack," he says. As men of his kind have been doing for thousands of years, sometimes in the dazzle of imperial chandeliers and sometimes in the murky light of faggots burning underfoot, Righter makes horoscopes and forecasts. He takes into account the place, date and hour of a person's birth, considers the aspects of the sun, moon and various stars and planets then and now, and says, "Today is fine for using tact,

CONTINUED ON NEXT PAGE



CAPRICORN



GEMINI



LEO

**ZODIAC PARTIES** given by Astrologian Carroll Righter ordinarily feature the appropriate symbols, including twins for Gemini, a horse for Sagittarius, a cardboard crab for Cancer, a bull for Taurus, a crocodile (being tickled by Johnnie Ray) for Scorpio, a pair of goats for Capricorn and for Leo a small but hungry lion, which is being cuddled by Rhonda Fleming. Mr. Righter himself, who stands with Miss Fleming, also appears in some of the other pictures.



# Oooo!

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Pepsodent  
tastes good!



**SURPRISE!** We changed Pepsodent's flavor because *grown-ups* preferred our new one, hands down! To our surprise, *kids* went crazy for it! What's more, a famous university proved Pepsodent's ORAL DETERGENT gives you the *cleanest teeth* of all leading tooth pastes! Pepsodent is guaranteed by Lever Brothers Company to please your whole family—or your money back.

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**PEPSODENT'S ORAL DETERGENT** gives you the  
**CLEANEST TEETH!** Your own proof is the

## Clean Mouth Taste for Hours



**CAPRICORN MARLENE DIETRICH** broke ankle at work after Righter had told her to stay home. Miss Dietrich was carrying actor known as "Baby X" across set of *The Lady is Willing* when she tripped over a toy and fell.

### STARGAZER FOR STARS CONTINUED

method and diplomacy," or "Get some art objects or arrange some painting. . . . Good also for fixing up any real estate you may own."

Righter has been consulted by some large Hollywood names, among them Linda Christian, Tyrone Power, Arlene Dahl, Lana Turner, Ronald Colman, Van Johnson, Peter Lawford, Dick Powell and Robert Cummings, plus several dozen others of almost equal celebrity. He has also been consulted by a number of businessmen and by some interesting political figures in California and Washington, D.C. "My relations with my clients are like those of a doctor with his patients," Righter says. "I won't discuss them unless my clients give me their permission." However a number of his clients have mastered their aversion to being talked about and have given him permission. Most of them regard him with real awe and affection.

"He's the best friend I have," says Arlene Dahl.

Righter writes a daily column of astrological advice which is distributed by the General Features Corporation in 113 newspapers which have a combined readership of 18 million.

Righter comes from an old Philadelphia family which has been established in the city for more than 200 years.

He attended the University of Pennsylvania.

He is a lawyer.

He is one very smart cookie.

And he really believes in astrology.

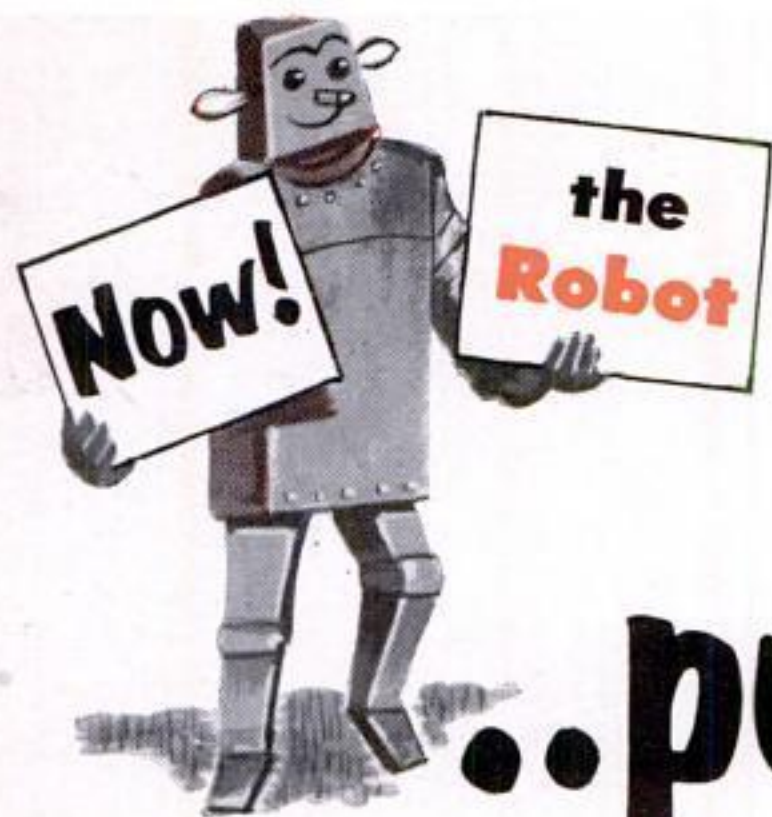
### The astrologian's party

**E**ARLY on the evening of Feb. 16 in Hollywood, in the sign of Aquarius the Water Bearer, the moon was fat. Moondust dripped from it like squeezings from a Blue Goose lemon. The moondust filtered down through the palm fronds and fell upon the roof of Carroll Righter's house on the corner of Franklin and Vista. Atomized particles of moonbeam sifted through the roof and fell silently and unseen among the hundred-odd cocktail guests packed into the living room, dining room and study. They settled upon the canapés and the guests ate them, fell into the glasses and the guests drank them, or merely hung suspended in the air and were inhaled.

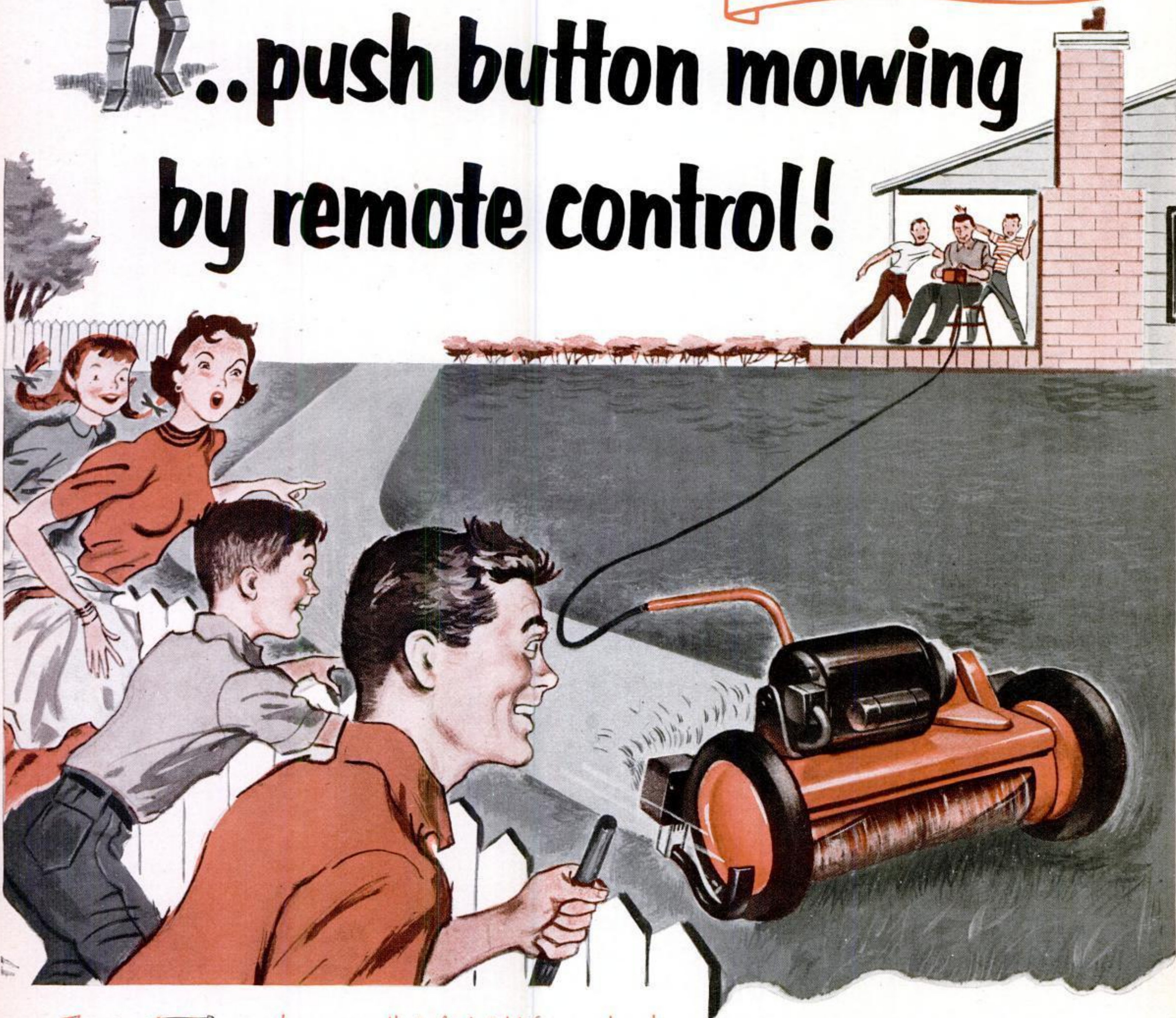
Upon the hall wall, facing the door through which the guests entered, hung a large cardboard urn tipped in pouring position; from its mouth fell a stream of cellophane water: symbol of Aquarius. Astrologian Righter throws 12 big parties a year, one for each sign of the zodiac, and he always has the appropriate sign on hand. Last year he had a live lion for Leo and a live bull for Taurus and some identical human twins for Gemini. He had hired a small elephant for Sagittarius the Archer Horse, under whose sign fall all large animals. But at the last moment the elephant's keeper had decided not to allow his animal to stay out after dark and Righter had had to compromise on a horse.

CONTINUED ON PAGE 146





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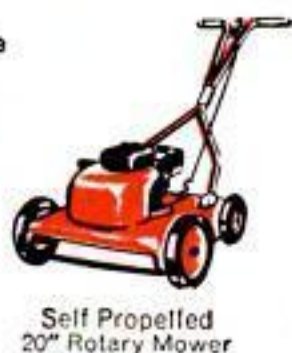


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## **STARGAZER FOR STARS** CONTINUED

The guests were arriving in clumps. Righter, a large but trim man, 54 years old but literally dancing with energy, stood near the door to welcome them. Occasionally he would shout, "Boo!" or "Action! Action! Action!" to no one in particular. When the guests entered he would cry, "Sagittarius! Where have you been?" or "Scorpio! And Cancer, too! Nice of you to come!" Then he would introduce the new guests all around, saying, "Gemini, Pisces and Virgo, this is Scorpio. Scorpio, this is Miss Libra and Mr. Taurus." He addresses most people by zodiacal title, although with a couple of hundred intimates he uses the more familiar "Mr. June 16th" or "Miss September 28th."

Once inside the door, the guests began the usual party talk.

"Would you mind getting me a handful of whisky, please?"

"Don't you think there could be something in it? I mean, look at the effect the moon has on the tides. Your body is mostly water. Don't you think the moon could affect you?"

"Some days I feel like I'm tipping over all the time, but I really can't do that astrology bit."

"Were you at his Scorpio party? He had a live crocodile in a cage and it got out. No, it wasn't one of those things they send up as souvenirs from Tampa, it was 5,280 feet long. It bit Peter Lawford's mother."

"Oh, it did not."

"Well, it bit somebody. Lady Lawford is standing right over there. Why don't you ask her?"

### **It was rather a small crocodile**

**L**ADY LAWFORD is the widow of Lieut. General Sir Sidney Lawford of the British army, and mother of the actor whose engagement was announced in February to Miss Patricia Kennedy, daughter of the former American ambassador to Britain.

"Well, it was rather a small crocodile," Lady Lawford said. "It didn't escape, that I saw, although I wasn't here all the time. There was an unpleasant man who kept abusing him, pulling his tail. I asked him to stop, but he wouldn't. I told him I am a member of five societies for the prevention of cruelty to animals and that I'd report him, but he still wouldn't stop. So I said, 'Sir, when you had a tail, would you have liked someone to pull it?' That put him in his place, I assure you."

Lady Lawford paused and cleared her throat.

"I think Carroll Righter is a fine man and I think his astrological predictions are absolutely uncanny. At least 10 years ago he told Peter that Peter would leave M-G-M in 1953, which he did, and also that he would become engaged early in 1954. Remarkable?" said Lady Lawford. "You're telling me?"

The guests continued to arrive and Righter continued to greet them with cries of welcome. They were of all sorts, temporally and astrologically. They were not all actors or would-be actors, or all writers or directors or models, but such a group as Noah himself might have invited.

A single cosmic particle hurtling in from interstellar space might have passed first through Actor Franklin Pangborn, the perennially pratfalling floorwalker; then skewered Louis L'Amour, author of *Hondo*, and a man named Hunter from Salt Lake City; then passed through Mrs. Alfred E. Smith Jr., two nice old ladies from Philadelphia and Director Frank Tashlin; struck Mrs. Robert Eaton, daughter of the Honorable Goodwin Knight, governor of California, and Verree Teasdale, Adolphe Menjou's wife; ricocheted off Pierre La Mure, author of *Moulin Rouge*, and finally hit Fritz Selhattin, Turhan Bey's mother, before passing out through the opposite wall.

"Could I have another handful of whisky, please?"

"Well, there could be something in it. The moon does affect the tides and—"

"No more, thanks. I'm as full as an 80-pound robin."

"The background music sounds like it's an arrangement for three harps and a pistol."

In the end so many people came to the party that the bartender was serving drinks in old jelly jars. But it was a well-behaved and a friendly party, and if some of the guests came only to gawk, because Righter's parties are becoming famous in Hollywood, many more came simply because they like Righter or believe in him.

### **Carroll Righter's conversion**

**W**HEN I was 14 years old Evangeline Adams, the great astrologer, looked up at my horoscope and told me I was cut out to be an astrologer too. I didn't believe her. In fact, I thought the whole thing was idiotic," Righter says. But Evangeline Adams'

CONTINUED ON PAGE 149



# Finish it off with flavor

## *with this livelier catsup*

You'll like the  
handy screw cap  
...so easy to  
open and close.



- ✓ **FALSE:** "All catsups are alike."
- ✓ **TRUE:** "Only DEL MONTE Brand Catsup is made with Pineapple Distilled Vinegar...the vinegar that gets the most, best, and liveliest flavor from ripe tomatoes and fine spices."
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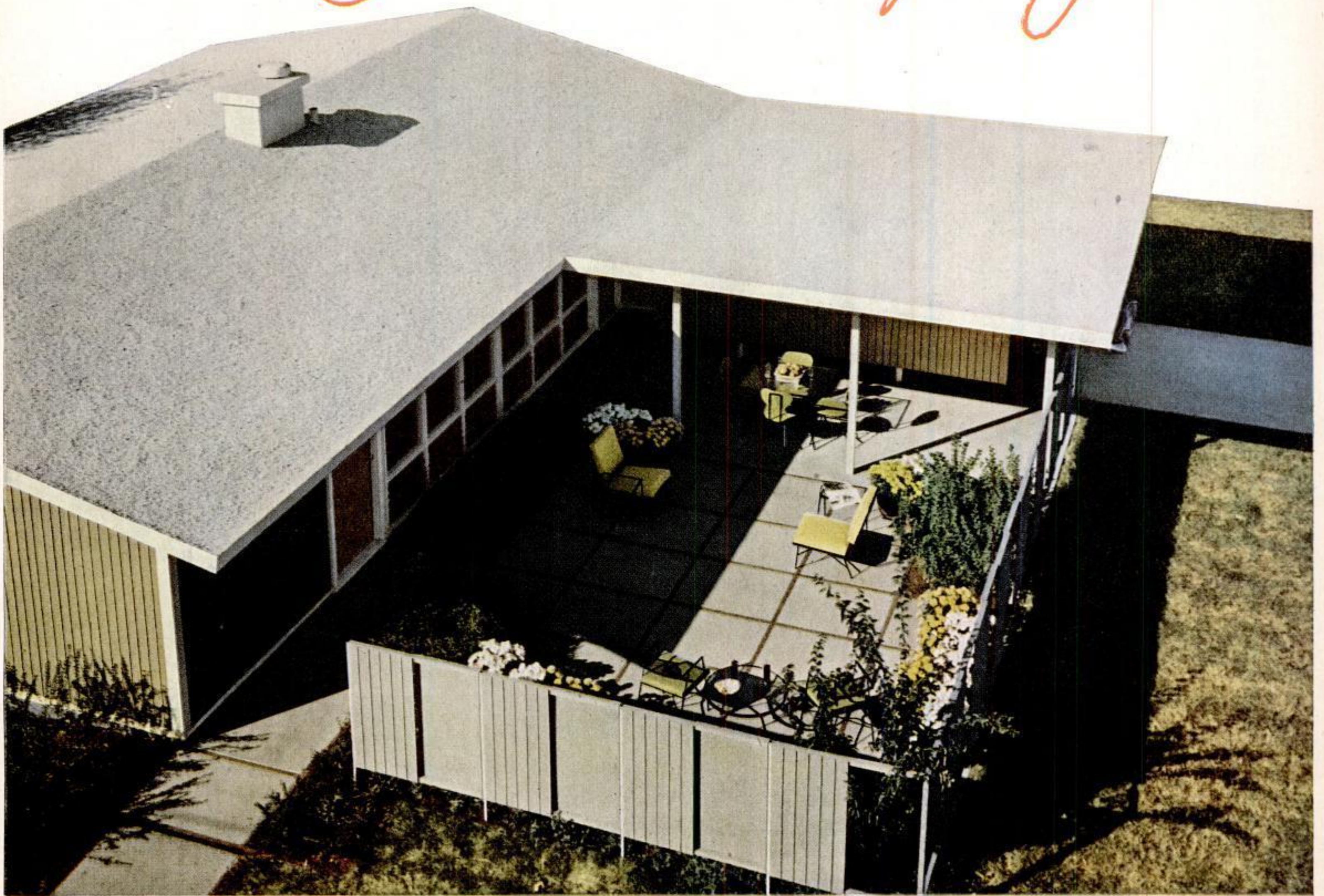


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These are only a few of the reasons why we think you'll enjoy our Open House this Spring. Watch for announcements in your local paper for time and place. Or write National Homes for full-color brochures of all designs and floor plans. There's a National for every family need, every budget.



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## STARGAZER FOR STARS CONTINUED

remark stuck in his mind. As he grew up—he went briefly to Kent School in Connecticut, to the University of Pennsylvania, and then got a law degree at Dickinson—Righter picked up books on astrology and studied them. "I thought I could convince myself that there was nothing in it, but after 16 years of study I wound up believing in it."

Righter's conversion to astrology was, at the least, surprising to some of his friends and relatives. His mother summed up her reaction in one tart sentence: "I have hatched a duckling."

Astrology is of course a scientifically ridiculous but harmless pastime. Nonetheless some remarkable men have believed in astrology, among them the great Sir Isaac Newton himself, who, like many scientists of his time, also took a tolerant view of alchemy. Here and there in the works of other great thinkers can be found random quotations which indicate that, if they did not swallow astrology whole, they at least sampled it. Perhaps as something other than a science—as a weird variant of psychology with meteors shooting out of both ears—astrology may have something in it. Some intelligent and sincere individuals, among them Carroll Righter, appear to get excellent results with it.

After his graduation from law school—he had gone there to oblige his family—Righter dutifully worked in a law office for a year and a day. Then, in the mid-'20s, he took a managerial job with the Pennsylvania Grand Opera Company and later became secretary of the board. Early in the Depression, always having been interested in social work, he founded an organization called The Season House for the Unemployed and Homeless. During a five-year period Righter's organization housed, fed, clothed and gave medical attention to 2,300 unemployed young white-collar workers. It also found permanent jobs for 1,700 of them. In those years that was a considerable accomplishment. How did he do it?



ISAAC NEWTON, formulator of the law of gravitation, was seriously interested in astrology.

"Well, I delineated their horoscopes," Righter says. "By this time, of course, I was convinced that astrology works and I put it to work." He insists that by reading the horoscopes correctly he could advise the unemployed not only as to the kind of work they could do best but where to find it. An employment counselor or personnel manager could find a few details to quibble about in this procedure; nevertheless it worked.

In the later '30s Righter's health was very bad. "I had injured my back playing ice hockey at school," he says, "and later I aggravated the injury playing freshman football at college. As time passed, my back got worse and worse. I was in a cast. They had to carry me in and out of board meetings. Finally the doctor told me I had only six months to live."

At this gloomy juncture Righter reached for his own horoscope. This is what he saw: "Jupiter in its own sign, Sagittarius, in the ninth house of my natal wheel, conjunct Uranus and the North Node and sextile my natal Sun, Mars and Mercury in the 11th house in the sign of Aquarius."

As any astrologer will have seen at a glance, this told Righter that he had "physical protection in the Pacific southwest." Accordingly he hurried to California, his back still in a cast. "A year later," he says, "I was dancing." Righter no longer has any trouble with his back except when he returns east on business and gets out of his area of physical protection. To a physician this account may seem lacking in detail, but the cure appears to be complete.

### Birth minutes are important

AFTER he threw away his cast, Righter relaxed in Palm Springs and Hollywood, occasionally making horoscopes for friends. Word of his remarkable accuracy spread, strangers began to consult him and presently he became a professional, which he has been for about 15 years. He makes a comfortable living and now employs four secretaries and a mathematician. However, he is not primarily interested in making money but in spreading the astrological word. "I love people," he says. "All my life I have wanted to help people. The more people who can be told about astrology, and convinced, the better." No one who knows him doubts that he means this.

Righter can make a horoscope based solely on an individual's

CONTINUED ON NEXT PAGE

# "I drink all the coffee I want..."

"I love coffee, but ordinary coffee didn't agree with me. The caffeine in it got me down and kept me awake at night. But did I give up drinking coffee? I certainly did not! I just gave up drinking caffeine by changing to Sanka Coffee. Now . . .



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"You see, Sanka Coffee is *real* coffee, pure coffee . . . and it's 97% caffeine-free. That's why I sleep like a baby, and my nerves are in wonderful shape. If you're like me, you'll probably like Sanka even better than the coffee you're drinking now."



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COFFEE... JUST STOP  
DRINKING CAFFEIN!**



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 IF NOT AS ADVERTISED THEREIN



GEMINI MARIA MONTEZ is shown studying her horoscope. For more than seven years she was one of Astrologian Righter's most avid followers.

## STARGAZER FOR STARS CONTINUED

date of birth, but to be complete and accurate he requires the latitude, longitude, hour and preferably the minute of birth. (He is fortunate in knowing his own birth minute; most people do not. He was born at precisely 9 a.m. on Feb. 2, ground-hog day, 1900.) If one of his clients does not know his own birth hour or minute, Righter believes he can determine it by carefully reviewing the events of the client's life. "In fact, even the moment of conception can be determined astrologically," he says.

"I have been responsible for quite a few children," he is fond of saying. He means that a number of his clients have asked him to determine an astrologically propitious time for them to conceive children so that the children will be born under favorable signs.

Righter is uncannily accurate at predicting birth dates. "I wanted to bet with my obstetrician as to when my second child would be born," says Maria Riva, Marlene Dietrich's daughter. "Just for the hell of it I telephoned Carroll and said, 'Would you look at my mother's, my husband's and my charts, and see if you see anything in May?'" Righter consulted the charts and called back to say that May 11 showed up as a particularly agitated and nervous time for all three. Maria Riva then bet the obstetrician that May 11 would be the day and, of course, won the bet.

### A birthday made to order

**R**IGHTER has been directly responsible for at least one birth date, or at least the altering of one. A few years ago Maria Montez (then Mrs. Jean Pierre Aumont) was told by her physicians that she could not have a normal delivery and to prepare for a Caesarean section on Feb. 12. She hurriedly telephoned Righter, who hurriedly consulted her chart. "No," he said. "Don't let them do it on the 12th. Then the baby will be a namby-pamby. Let it be born on the 14th and it will be full of light and a joy to everyone." He also threw in a prediction of the sex of the child (female) as a bonus. Despite the mutterings of her doctors, Miss Montez waited until Feb. 14 for her operation, and her little girl is now a joy to everyone. Miss Montez, sadly, is dead, although not as a result of the operation. She had been warned repeatedly by Righter against taking extremely hot baths to reduce, and had been told also that September, every September, would be dangerous for her. She was found dead in a bathtub on Sept. 7, 1951.

Righter believes it would be a good idea if parents, the next time

CONTINUED ON PAGE 152

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 "Conti is our regular salon shampoo," says famous Emile—Rockefeller Center. "It is a favorite with leading hair stylists everywhere."



# Can you have your sugar and your *waistline*, too?

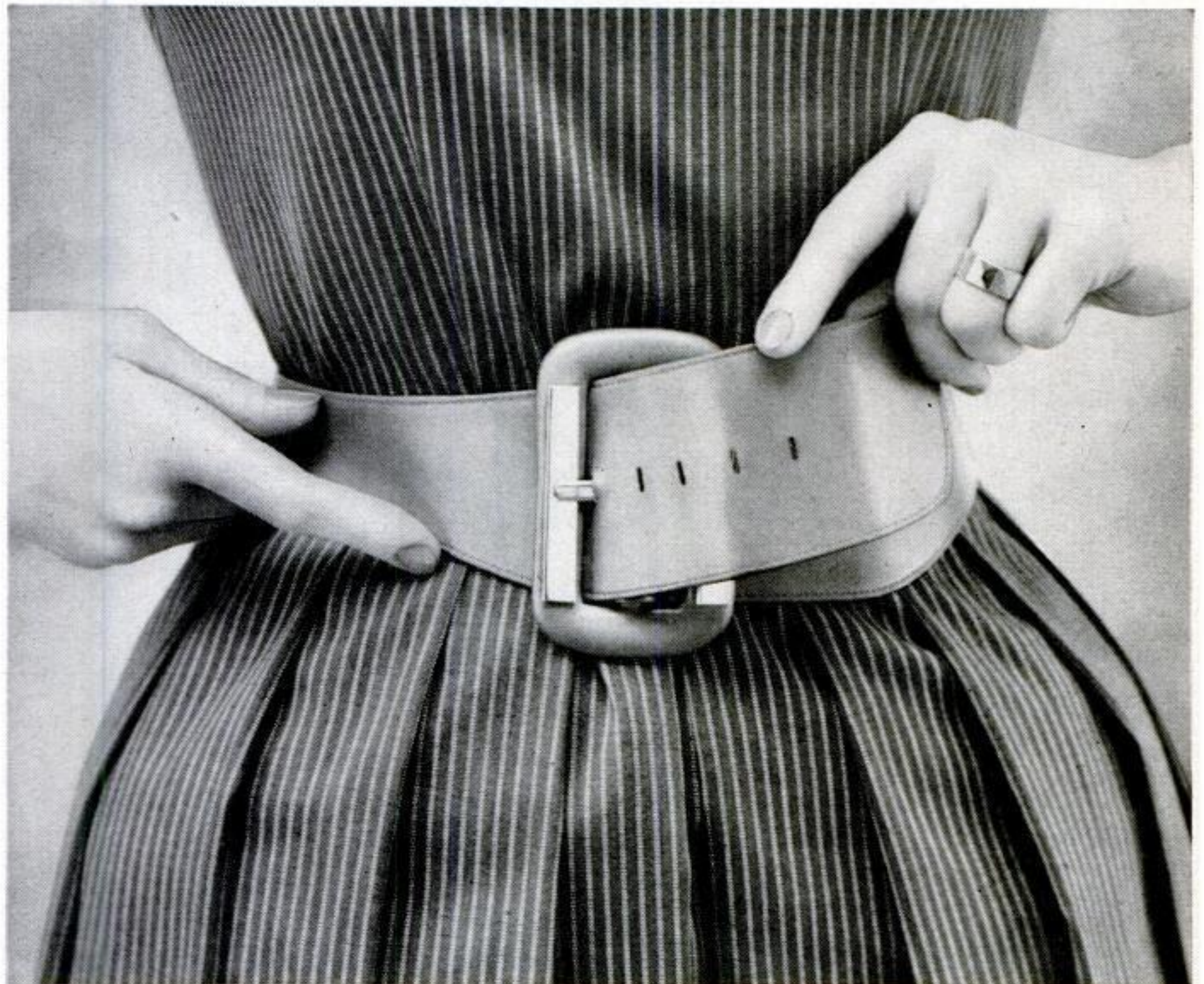
New medical research findings say yes—every healthy person can

Your appetite is what regulates your waistline

Your blood sugar level helps regulate your appetite

When your blood sugar level is low, your appetite goes up—you're apt to eat more calories than you need

When your blood sugar level is high you are more quickly satisfied on fewer calories



*Here's how a sensible use of sugar and the good things containing it can raise your blood sugar level—help you stick to your diet*

Research scientists at a leading university have discovered that, if you are a healthy person, your blood sugar level plays a most important part in your body's own weight-control system.

What this means to you, if your weight is normal, is that you can go right on enjoying as much sugar in your foods and beverages as you always have—without worrying about it or any other food “making you fat.”

But if you are *overweight*, a moderate use of sugar in your diet may actually be *more effective* in helping you reduce than no-calorie artificial sweeteners.

## *Nature's “hunger regulator”*

There is only one kind of calories that can make you fat. These are the *extra* calories you get when you *overeats*. And one of the most effective things you can do to help keep from overeating is deliberately to eat or drink something sweetened with sugar just before a meal, or during the early part of a meal.

The scientific reason for this, just now becoming more clearly understood, is that your *blood sugar level* acts as a hunger regulator. When it is *low* your appetite is geared up to a hearty, heavy meal with second helpings. When your blood sugar level is *high*, your appetite is slowed down to a one-helping pace.

Eating a big meal, even if it contained no sugar at all, would eventually raise your blood sugar level to the point where it would “shut off” your appetite. But the big idea is to raise it quickly—before you've already eaten too much.

Sugar is absorbed almost *instantly*—faster than any other food. That's why even an 18 calorie teaspoonful in your coffee or tea can make it easier for you to turn down several times as many calories later on.

## *Helps make a small meal more satisfying*

There is still another reason, based on a quite different nutritional principle, why overweight people are often told to include a simple dessert in their drastically curtailed calorie allowance. It is the fact that a meal that contains some sugar has a greater *satisfaction value* than the same meal without sugar. The sense of satisfaction stays with you for a longer time, helps to keep you from getting as hungry between meals.

## *No “magic” short cuts to losing weight*

Many people feel that using a sugar substitute or giving up their favorite dessert is all they have to do to solve their overweight problem. Actually, reducing isn't that easy, although anything that will make it easier for you to stick faithfully to your diet (as sugar can) is a big help.

Losing weight *does* require *dieting*, and your diet should be planned by a doctor. He will tell you that there are no “magic secrets” or safe and sure “short cuts” to reducing. But follow his advice and you *will* lose weight.

You will have to eat smaller meals, but you won't have to give up any good food that is important to your health. To deny yourself sugar would be to make weight control more difficult than it need be.

**SUGAR INFORMATION, INC.**  
New York 5, New York

## 18 CALORIES

Surprise you that there are only 18 calories in a level teaspoonful of sugar? Compare this with the 2,500 a moderately active woman (123 lbs.) uses up every day. An average 154-pound man won't gain weight on 3,000 calories a day.



All facts in this message apply to both cane and beet sugar.



## Worms may be killing him—



### Save him with Sergeant's worm medicines!

Worms can be fatal to your dog! Puppies usually have them at birth and should be treated early in life. Puppies and mature dogs with worms suffer from diarrhea, pot bellies, loss of appetite, dull coats, watery eyes. Lack of attention may be serious.

Worm your dog with Sergeant's. Knock worms out easily and effectively with Sergeant's PUPPY CAPSULES for little fellows under ten pounds and Sergeant's SURE SHOT Capsules for larger dogs. Seventy-seven years of experience and veterinary testing are behind each product. Millions of dogs have been

treated simply and successfully the Sergeant's way.

Buy Sergeant's Sure Shot and Puppy Capsules today at any drug store or pet counter. And after worming your dog, give him Sergeant's VITAPETS to keep him in the peak of condition.

**FREE:** Send for your free copy of Sergeant's Dog Book. It answers all your questions about worming and dog care. Life at both ends of the leash is happier when you use...

**Sergeant's®** a dog's best friend  
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## QUICK RELIEF for TIRED, SORE, ACHING MUSCLES

Due to unusual or over-exercise  
... also for discomforts of normal, functional, periodic pains.



## Mothersill's

The fast-acting aid in preventing and relieving Travel Sickness.  
for ADULTS and CHILDREN  
**MOTHERSILL'S TRAVEL REMEDY**



\$1.00 - \$1.50 - \$2.00 All Good Stores  
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  - Equipped with exclusive ROTO-ROOTER Sewer Machine with whirling steel cutting blades that completely clean the line
  - Polite. Prompt. No mess
  - Look for ROTO-ROOTER, white section, your phone book. Write for free descriptive folder. Franchises Available In Some Localities
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**NO  
UNNECESSARY  
DIGGING**

A NATIONAL SERVICE AVAILABLE LOCALLY

## STARGAZER FOR STARS CONTINUED

they have babies, would jot down the precise birth minutes. This would make matters much easier for astrologers. Medically there can be some doubt as to the split second of birth, but astrologically there is none. Astrologers consider a baby born at that instant when it starts its first inhalation, thus absorbing the influence of the planets. The supreme importance of birth hours and minutes in precise astrology was unknown to Righter's grandfather, one of the most toweringly prudish men of the prudish 19th Century. "He was a Virgo," Righter says. "Virgoes are fuss-budgers." The grandfather, whose name was Charles Edward Burch and who was appointed U.S. consul in Cardiff, Wales by Abraham Lincoln at the age of 24, considered "birthday" an impolite if not downright lewd word and would never tell his own children when they were born or permit his wife to do so. After his death the children found some cryptic entries in the back of the family Bible and from them deduced the facts.

### 'The stars impel, they do not compel'

**R**IGHTER is an Episcopalian and sees no conflict between astrology and religion. "If God works through other mediums, why not also through the planets?" he says. "No one denies that the moon affects the tides." He has no rigid, uncompromising attitude. Astrology can merely "add to your benefits and mitigate your difficulties." It is not absolute; following or ignoring astrological advice will not invariably help or hinder an individual. "The stars impel, they do not compel," Righter says repeatedly. "What you make of your life is largely up to you." However he is firmly convinced that he can select auspicious or inopportune moments for action, and thus give an individual an advantage over fate. But an outsider might see this merely as a psychological shot in the arm.

Some time ago Actress Susan Hayward asked Righter to tell her the most auspicious time for her to sign a contract. He consulted the stars and replied, "At exactly 2:47 a.m." Miss Hayward called Western Union, asked to be awakened by telephone at 2:45 a.m., and went happily to sleep. She was duly awakened and duly signed the contract at the auspicious instant.

Some people may suppose that this is a peculiar way to do business. Psychologically, however, it may be an excellent way. The signer of the contract believes all the auspices are favorable, approaches the job at hand with great zest because she is confident that it will turn out well, and by her faith and enthusiasm makes it turn out well.

When Righter calls one of his clients now and says, "Today is not a good day to go to work," the client is likely to stay home. While home, the client rests, relaxes and generally charges his battery. Later when Righter calls and says, "Action! Action! Action!" the client tears into his job like a tiger into an antelope.

If the client ignores Righter's advice, the client is haunted by worry all day. If he happens to sprain his ankle, he says gloomily to himself, "See? You should have stayed home." If, on the other hand, Righter has told the client that it will be a good day and the client sprains his ankle, the client says happily to himself, "See? Thank heaven it was a good day. You might have broken your leg."

### Advice for Sagittarians

**A**LMOST all of the advice Righter gives turns out to be sound. He is not a fortuneteller; he is a good country psychologist, although he vehemently denies it, and attributes his success to the planets. For example, consider his forecast for the first days of April 1954 for people who happen to have been born under the sign of Sagittarius (Nov. 22—Dec. 21). Starting with Thursday and Friday, April 1 and 2, one should be "calm, poised and conscientious" about problems. On Saturday and Sunday, April 3 and 4, the Sagittarian should be sure that he enjoys "simple and inexpensive pleasures" and should plan the coming week's work. Monday and Tuesday, the 5th and 6th, are his "days for pitching in hard on all chores," and on Wednesday and Thursday, the 7th and 8th, he "would be wise to avoid being dramatic." Now all of this is sound if simple advice, applicable to anyone any time, the sort of advice mother used to give. If Righter and his clients choose to believe that the planets are somehow involved, what harm has been done? It is no crime to coat the old pill with moonshine instead of sugar.

Righter actually does have a doctor-patient relationship with some of his clients. "I always make it a point to be at home between midnight and 6 a.m.," he says. "And I keep my clients'

CONTINUED ON PAGE 155



# Give your husband a gorgeous "Blonde" for Easter

*or maybe he prefers a luscious Redhead*

*or Stunning Brunette\**

ON EASTER MORN, when you greet 'him' in your new Easter suit and bonnet—why not introduce him to a gorgeous blonde? Or redhead? Or brunette?

\*Or the girl with the same youthful hair coloring he married? She can be YOU if you color your hair with Tintair—the finest hair coloring in the world—the easier, quicker way. Just Shampoo Tintair into your hair at home with a brush *in minutes*.\*\* Tintair will lighten, darken, redden or match your original hair color better. It completely covers gray, faded hair as nothing else can. Tintair and Tintair alone can give you that *even, natural* look because it contains positive self-timing pure "Vegetable Catalyst D." Tintair leaves your hair in better condition than ever before. You'll be thrilled—HE WILL, TOO—with the glamorous, younger looking NEW YOU. Fourteen top-fashion shades. Choose one and let Tintair give you fabulous colorful hair allure. Buy Tintair today!



#1—Canary Diamond



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TRADE MARK

*Use Tintair and You Use the Finest*

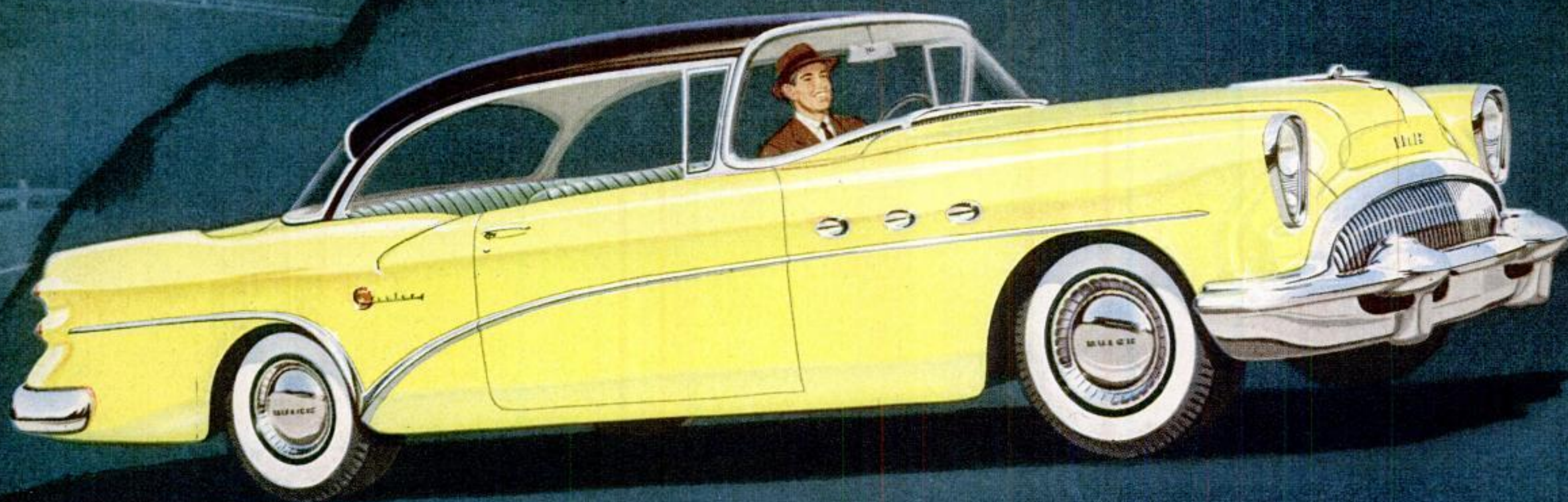


\*\*Or at your hairdresser—ask for Tintair Professional Hair Coloring used by the most exclusive beauty salons throughout the country, including:

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NEW YORK, N. Y.  
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*Basil of The Ambassador*  
CHICAGO, ILLINOIS  
*Louis & Simone*  
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For Buick today is styled a year ahead of its time—with longer, lower lines of sports-car rakishness—with the most advanced windshield design of the past decade—with interior décors of striking color and stunning design.

Why not come see for yourself?

Why not look into the clean, crisp new fashion that is Buick for 1954—and learn, in the doing, what suavity of performance is yours in these

supremely powered, smoothly responsive beauties?

We cordially invite you to sample a new 1954 Buick soon. Can you make it this week?

### VISIT BUICK'S SPRING FASHION SHOW

*Gay new cars! Gay new colors!*

*New Convertibles! New Rivieras! New Estate Wagons! And all in fresh new dress—the biggest selection of bright summer colors in Buick history!*

**BUICK**  
*the Beautiful Buy*

Milton Berle stars for Buick—  
See the Buick-Berle Show  
Tuesday Evenings



WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

SEE YOUR BUICK DEALER



## STARGAZER FOR STARS CONTINUED

charts in a file beside my bed. They know they can always reach me by telephone between those hours and that I can consult their charts and help them." Sometimes his clients lean too heavily on him. They become, in the phrase of one of the clients, Actor Robert Cummings, "astrological hypochondriacs." When that happens, Righter backs away from them. "If all they want to know is what color necktie to wear, I cut them off," he says. "I won't see them, won't talk to them on the telephone until they straighten out."

Sometimes Righter makes forecasts of national or world events, but in this field, where the power of suggestion cannot operate so strongly, his average is not much better than the next man's. "Both campaign managers wanted me to forecast the last election," he says, "but I refused. Either way, I would have lost a million readers." He did go so far as to forecast how various baseball teams would do last year by making horoscopes for their managers. Of Leo (born in Leo) Durocher he said, "Here is a good chart! This man will have an extremely good year." Durocher's team, the New York Giants, had a wretched year and finished in fifth place.

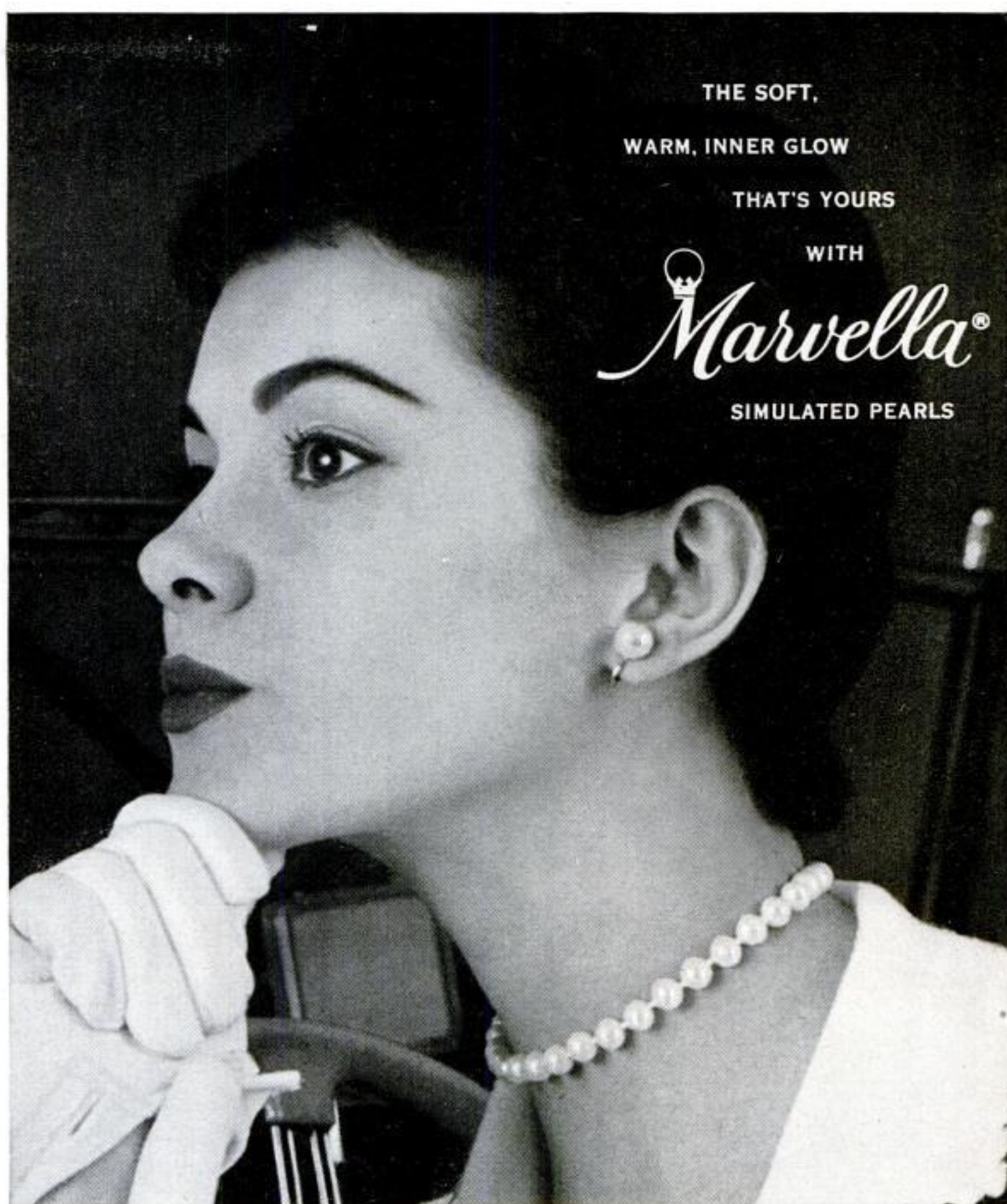
### Forecasts of joy and plenty

**R**IGHTER sees good times coming for the world in general and for the U.S. in particular. "The world," he says, "has just left the Age of Pisces" (which, by the way, is pronounced *pie seas*). "The Piscean Age lasted 2,000 years, an age of tears and sorrow, focused on the death of Christ. In 1904 we entered the Age of Aquarius, which will last another 2,000 years and will be an age of joy, of science and accomplishment, focused on the life of Christ. There will be no excuse for anyone not accomplishing what he wants."

As for the U.S., Righter sees a great financial boom. It will start in the fall, probably in October, and last at least three months. He knows this because the following astrological relationships, among the most favorable in history, will occur: "The planet Jupiter in the merchandizing sign of Cancer, which rules the U.S. (our birthday being July 4th), conjunct Uranus trining the planet Saturn in the sign of Scorpio and also trine to Mars, planet of all energy, in the sign of big business, Pisces." He does not recommend any specific investments but is anxious for the word to be spread that good times are coming. If enough people can be convinced of this, of course, good times will come indeed and skeptics will be forced to conclude that, whatever all that eyewash about trines may mean, it couldn't have been righter.



**ASTROLOGIAN RIGHTER** sits surrounded by Hollywood clients. Across bottom are Turhan Bey, Hildegard Neff, Arlene Dahl and Verree Teasdale. At top right is Marlene Dietrich. Righter charges varying fees, some large, for his services but says, "My income is much less than you would think."



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**TNT POPCORN**  
9 QUARTS FROM ONE CAN



FOR ENDLESS OUTDOOR FUN



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in the  
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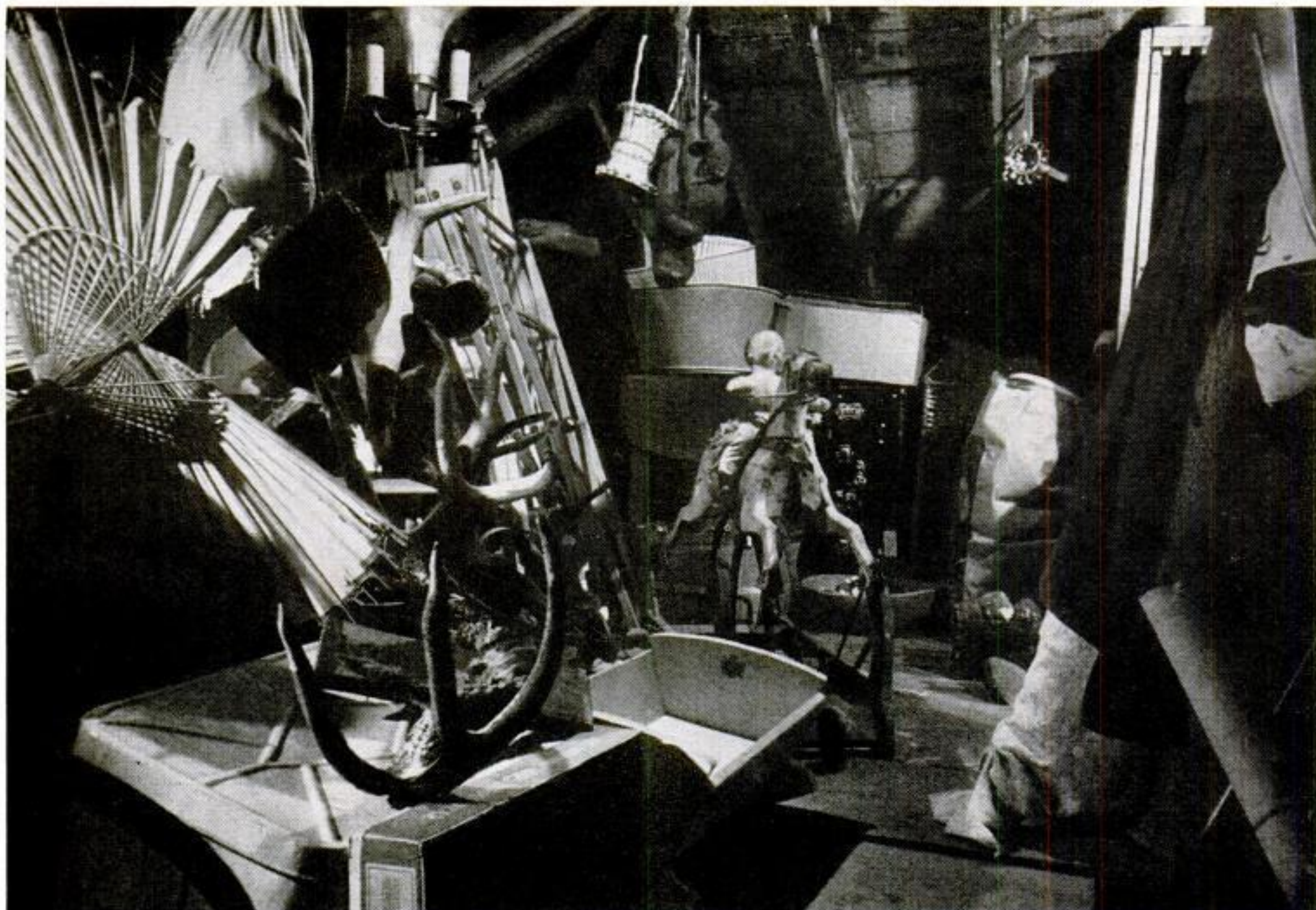
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BEFORE CLEANING, ATTIC IS CHOKED WITH HODGEPODGE OF TOYS, ELK ANTLERS, UMBRELLAS AND DUST

## Life Goes to a Spring Attic Cleaning

### DILEY FAMILY UNCOVERS SOME HIDDEN ASSETS

Every spring for the past 45 years, Eva Diley has given the family farmhouse in Waukau, Wis. (pop. 144) a good cleaning. But she never got to the attic, which has been collecting dust and treasure for 75 years. "I'd do a dab of cleaning up there," she recalls, "but I mostly just shoved the old stuff back and put the new stuff in."

This spring Mrs. Diley thought things had gone on this way long enough. Assembling her 22 local relatives, she saw to it everyone got a good lunch, then led the way upstairs to the attic. In no time at all things started to get cleared up—and cleaned out. Young Kathleen Diley dug out Grandpa Hall's wedding clothes and sashayed

around shouting, "How do you like me this way?" But all the other Dileys were too busy shouting, "Look what I found!" to pay her any mind. Eventually everything, including a Stephen Douglas campaign button and some handsome shell mementos of a family trip to Sleepy Eye, Minn. was dragged out, and Mrs. Diley triumphantly swept the attic clean. But even when members of the family had claimed at least one prize (right) and the useless trash was burnt (p. 160), there was still a great pile of indispensable junk which had no place to go except back in the attic. "You never know," sighed Mrs. Diley, eyeing the accumulation, "when it's going to come in handy."



AFTER BEING CLEANED OUT, THE EMPTY ATTIC GETS A THOROUGH SWEEPDOWN WITH MRS. DILEY'S BROOM



CAROL DILEY, 19, CAPE, SILVER SERVICE



HUGH STELLMACHER, 21, PICTURE FRAME

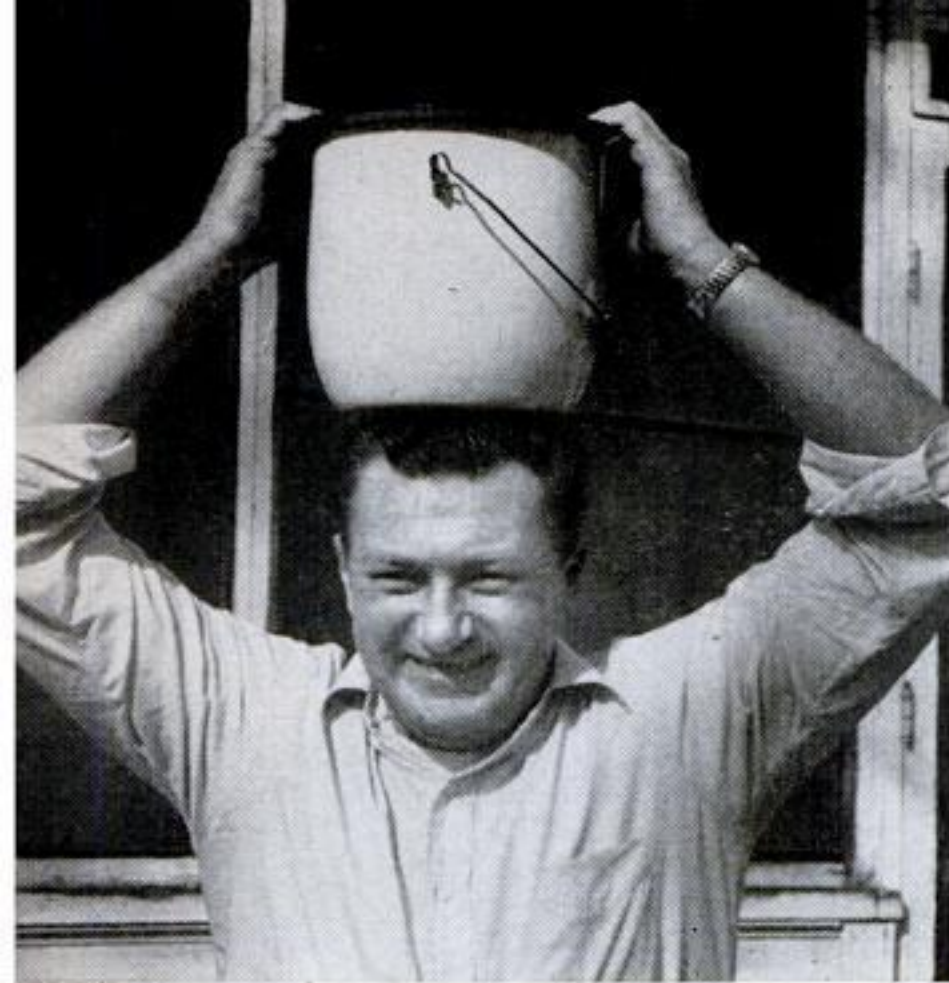


JOAN DILEY, 18, CHINA WASHSTAND SET



LESLIE DILEY, 8, AN OLD WOODEN YOKE





HOWARD DILEY, 39, HIS OLD SLOP JAR



NANCY DILEY, 13, THE BASE OF AN OLD OIL LAMP



FRANK DILEY, 66, FATHER'S 1854 MUZZLE LOADER



KATHLEEN DILEY, 16, FAN, CANE, BOOK



RUTH WESTOVER, 43, OLD MUFFIN TIN, MIRROR



LEON WESTOVER, 57, SISTER EVA DILEY'S ZITHER



PEGGY WESTOVER, 13, DEER-FOOT RACK



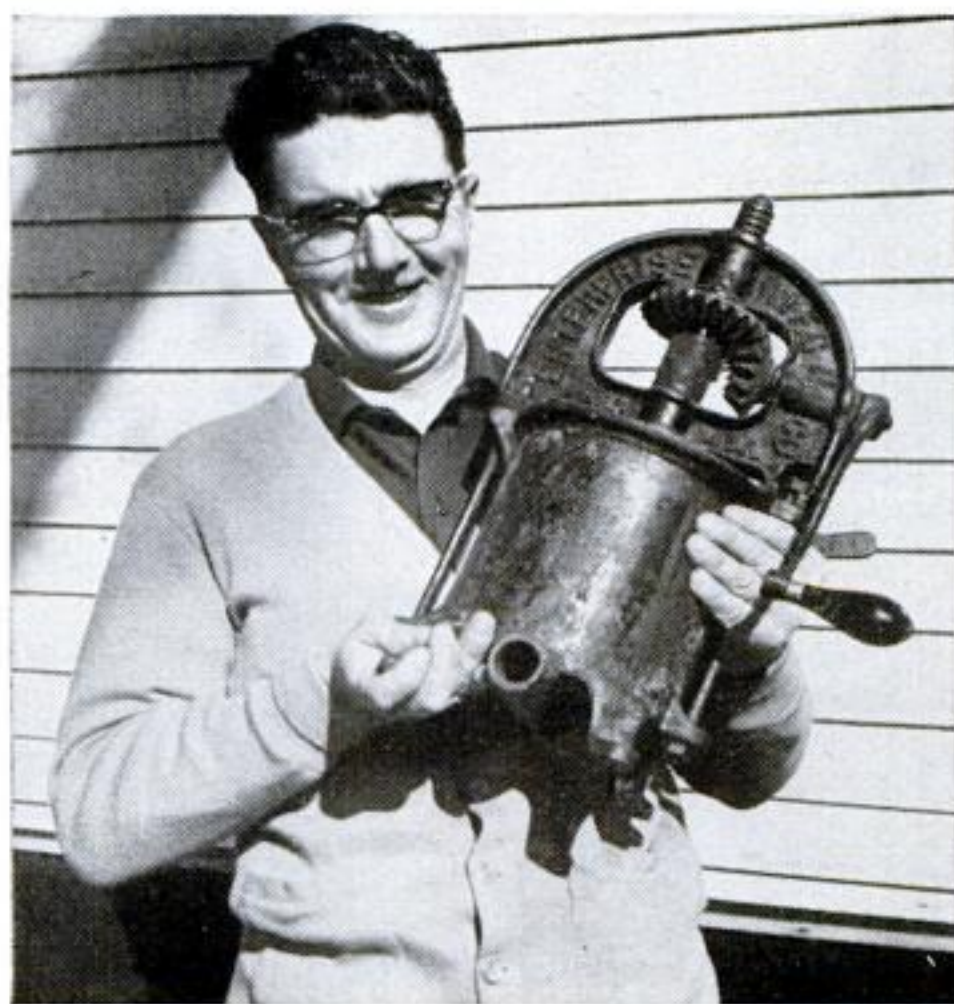
CHARLOTTE DILEY, 38, OLD LOGGING PHOTOGRAPH



GALE DILEY, 9, A FINE SIX-HOLE CANDLE MOLD



BELLE WESTOVER, 84, POEM SCRAPBOOK



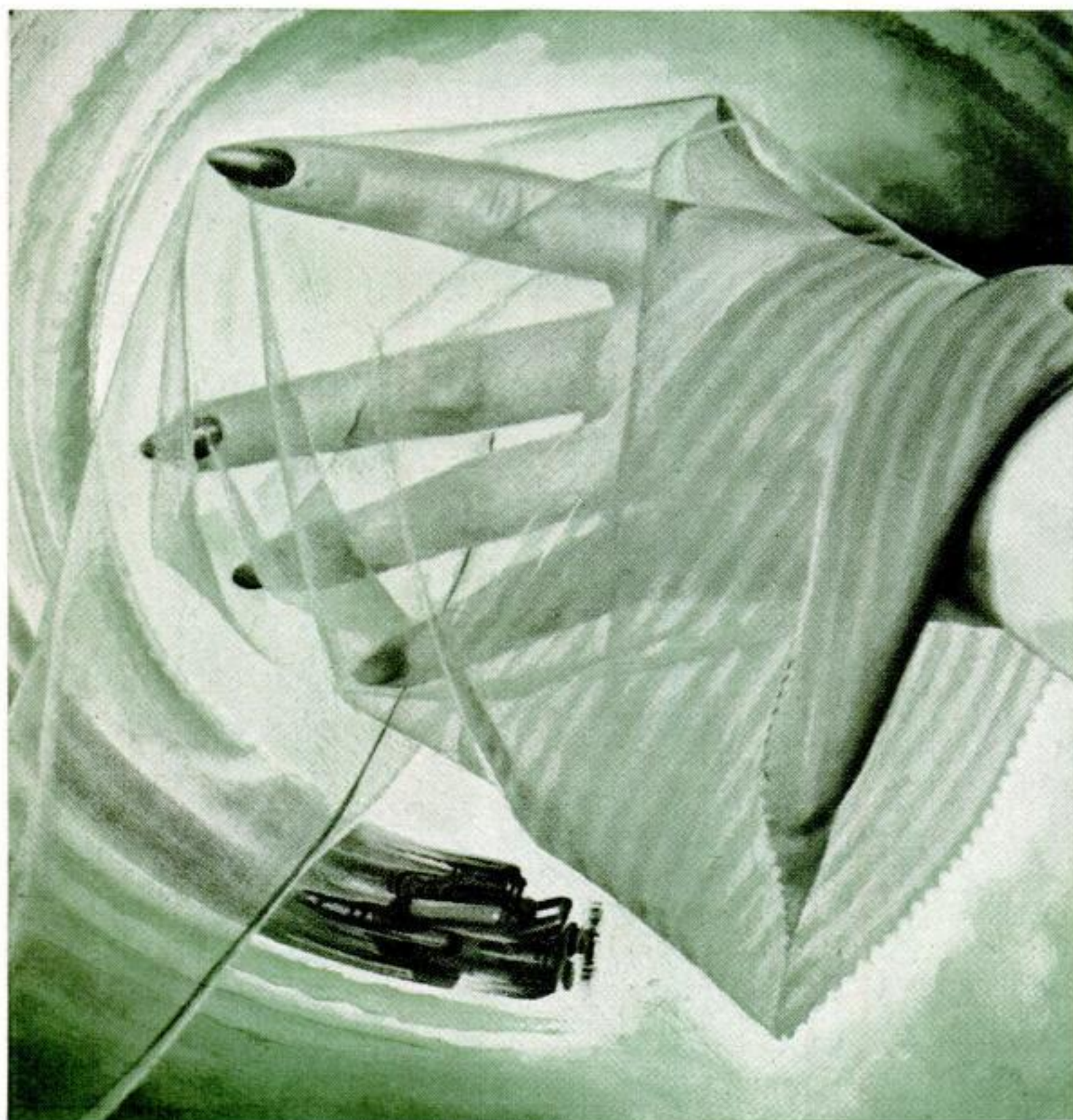
PAUL DILEY, 41, DURABLE CAST IRON LARD PRESS



PAULA DILEY, 5, A SLIGHTLY MOUSE-EATEN DOLL



Your engine's life depends on  
a film of oil thinner than  
a nylon stocking!

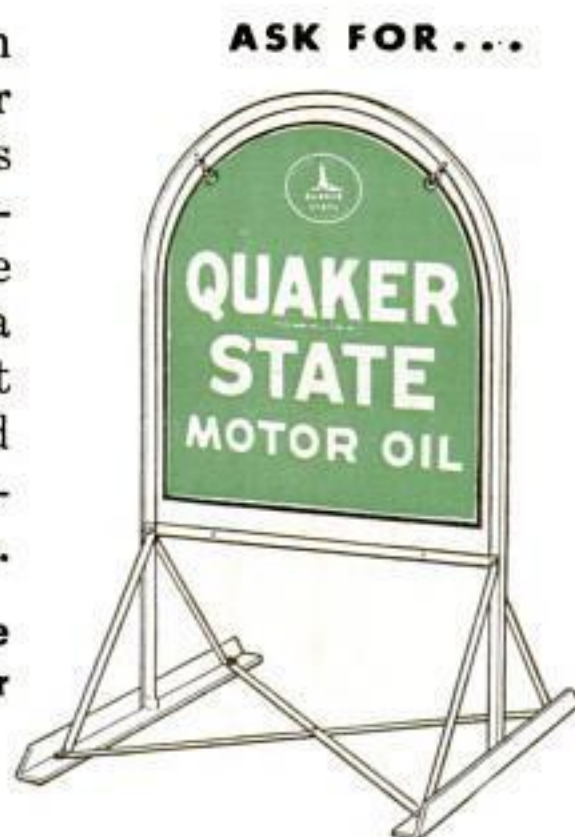


One thousandth of an inch! That's a typical clearance  
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for the super film that makes  
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## Attic Cleaning CONTINUED



A FANCY BONNET she had not seen in years delights Mrs. Eva Diley as she claps it on and enters bedroom adjoining attic where finds were inspected.



HIS FATHER'S BOXING GLOVES are tied on Leslie Diley by big sister Nancy who helps him get ready for an informal match with cousin Debby.

CONTINUED ON PAGE 160





**21"** The new "Master 21"—today's soundest TV buy! For only \$199.95 you get every advance that has made RCA Victor America's *most-wanted* television. Ebony finish; maroon slightly higher. Model 21S348, \$199.95

# Lowest prices ever for RCA Victor big-screen TV!



**24"** Lowest priced RCA Victor 24" console. Bigger-than-life pictures look true-to-life with the new Aluminized "Deep Image" Picture Tube. The *Barrett* is finished in grained mahogany (limed oak extra). 24T420, \$395

**W**HEN the picture gets big—that's where quality really shows up. And you can count on RCA Victor for pictures with vivid, brilliant detail over the entire surface of the screen. That's because only RCA Victor brings you these important TV advances:

- You get the famous "Magic Monitor" circuit system that screens out static, steps up power, locks finest picture with finest sound—*automatically!*
- You get famous "Golden Throat" Fidelity Sound and automatic "Rotomatic Tuning." There's more to see—less to do. For UHF areas, you can get an RCA Victor built-in UHF tuner at moderate extra cost.
- You get a "Good Neighbor" set. Heavily shielded circuits eliminate oscillator radiation that interferes with other TV sets . . . give you clearer pictures, too!
- You get famous RCA Factory Service (optional, extra), TV's finest installation and maintenance. Available in almost all TV areas—only to RCA Victor television owners.

See these and other exciting big-screen sets at your RCA Victor dealer's now!



Tune in the world with the new RCA Victor "Strato-World" 7-band portable radio. AC, DC or battery. Model 3BX671, \$139.95 (less batteries).

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See DENNIS DAY and YOUR SHOW OF SHOWS, NBC-TV. Hear PHIL HARRIS and ALICE FAYE over NBC-Radio.



**27"** Today's top value in giant-screen TV! The *Swarthmore* features the new, exclusive "Definition Control" for added sharpness. Mahogany finish (limed oak extra). 27D382, \$550

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...and see!

At Carling's we brew both beer and ale—and each is mighty popular. But more and more people are telling us Carling's Red Cap Ale gives them more pleasure than any beer they ever tasted. They say it's light and dry as the smoothest beer, yet with that extra flavor—that "heart" which only a fine ale can provide! They call it the "light-hearted" ale.

Tonight, why not try it? See whether you are one of those who find Carling's Red Cap Ale tastes even better than beer!

**CARLING'S**  
Red Cap Ale



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## Attic Cleaning CONTINUED

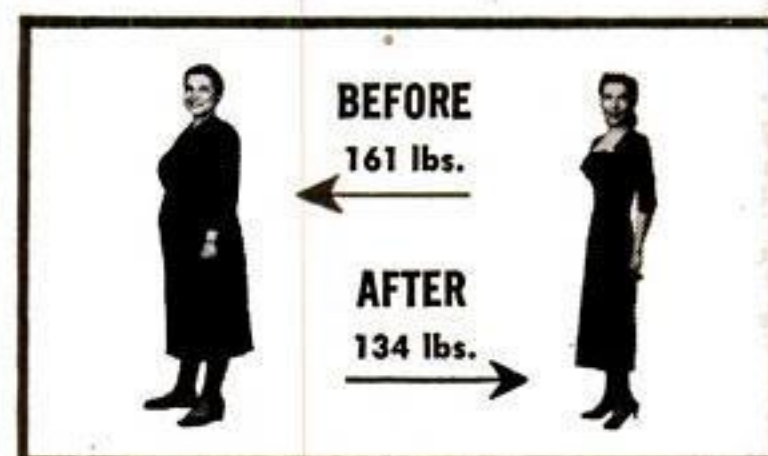


"EVEN IF IT'S BROKEN I like it," says 5-year-old Debby Diley carrying tattered Japanese parasol as she promenades around yard in new-found finery.



DISPOSAL PROBLEM was aggravated when flames spread from pit where relics were burned. Howard Diley uses coat found in attic to beat them out.

## SHE LOST 27 POUNDS



Judith Nash lost 27 pounds with the famous Ann Delafield Reducing Plan for Women. Her health: perfect.

*You can be Slim by Summer*

REDUCE NOW, WITH THE **Ann Delafield Reducing Plan for Women**

YOU GET ALL 3: **Appetite Reducing Wafers**  
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Are YOU stepping into another case of **ATHLETE'S FOOT?**

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*Who wants to walk alone when Daddy's hand is there to hold?  
Makes a girl feel the same size as everybody.*

*That's the way all little girls and boys need to feel—safe in a world of  
love where they can grow without fear. That's where the security  
we need begins—for every one of us.*

To build security for those we love—that is our common dream. And it is a dream that can come true only in a country like America. For only in a free land is every man and woman free to work for it.

It is by taking care of our own that we also make America strong. For the strength of our country is simply the strength of each secure home joined to the security of another.



**Saving for security is easy! Read every word—now!** If you've tried to save and failed, chances are it was because you didn't have a *plan*. Well, here's a savings system that really works—the Payroll Savings Plan for investing in U. S. Savings Bonds.

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For your sake, and your family's, too, how about signing up today?



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## A RISKY REMEDY

Grey Villet, a 26-year-old free-lance photographer, has always had a fear of heights. When an assignment to photograph pigeons in New York took him up to the top floor of a tall office building at Fifth Avenue and 42nd Street, Villet decided to try a drastic cure. Balancing himself on

a 58th floor window ledge that overlooked the public library (*right*), and using both hands to hold his camera, he snapped this view of things below as they might look to a man starting to fall feet first. The effort got him a fine picture, but has not made him any less afraid of high places.





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to let your guests see  
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